INTERNATIONAL
OLYMPIC
COMMITTEE

OLYMPIC BRAND AND ACTIVATION GUIDELINES

For Rights Holding Broadcasters (RHBs)

IN FORCE AS FROM JUNE 2013

These guidelines are designed to help our Broadcast Partners work with the Olympic brand and properties. They provide context on Olympism, as well as the general principles, specific guidance, and resources necessary for Broadcast Partners to develop broadcast promotional programmes that build value whilst upholding the integrity of the Olympic symbol.

Dear Partners and Friends of the Olympic Movement,

The Olympic symbol is unique. It is the visual representation of Olympism, a philosophy of life which places sport at the service of humankind. Designed in 1913 by Pierre de Coubertin, the founder of the modern Olympic Games, the Olympic symbol has timeless, universal significance.

The five interlaced rings on a white background represent the coming together of the five continents and stand as an image of the Olympic values: striving for excellence, demonstrating respect and celebrating friendship.

The Olympic symbol, seen by billions of people during each edition of the Olympic Games, is present every day around the globe via the National Olympic Committees, our Olympic Partners and numerous other associations. It has grown to become one of the world's most recognised brands, serving as a visual ambassador for the Olympic Movement.

Because of its honoured place on the world's stage, the Olympic symbol must be protected. Clear guidelines for its use ensure that its integrity is maintained in every way and in every place it is used.

The use of the Olympic symbol is both a privilege and a responsibility. We therefore ask that you help uphold its proud legacy by treating it with the respect it deserves.

Jacques Rogge
President, International Olympic Committee

Dear Partner,

The role of our Partners in promoting the Olympic Movement and the Olympic values cannot be underestimated.

Our Partners play a crucial role in communicating the Olympic ideals to billions of people around the world, via broadcasting or through sponsorship activations. It is essential that we continue to work in close partnership in order to further the promotion of the Olympic ideal and achieve our mutual objectives.

These guidelines provide principles on the use of the Olympic properties, as well as details specifically related to your work in the Olympic Movement. They are also intended to help guide you and your teams in the planning and execution of graphical or other representations of the Olympic properties. The ultimate goal is to help maintain the integrity of the Olympic properties — a responsibility we all share and devote resources to.

I invite you to liaise directly with your contact within IOC Television & Marketing Services if you have any questions.

Timo Lumme
Managing Director, IOC Television & Marketing Services S.A.

We encourage our Broadcast Partners to use these guidelines as a working reference document that can help inspire and support innovative Olympic Broadcast promotional programmes, and as a framework for all Olympic-themed activations.

Introduction

By following these guidelines and protocols for approvals, our Broadcast Partners can fully leverage their promotion of the Olympic broadcast whilst continuing to build the strength of the Olympic Movement.

These guidelines are intended to clarify and illustrate the provisions contained in the RHB agreements. All RHB activations must be in accordance with the rights granted through those agreements with the IOC. In the case of any discrepancy between these guidelines and the RHB agreements, the provisions of the RHB agreements will prevail. The use of any and all Olympic imagery must be made in compliance with the appropriate IOC guidelines, as well as the OCOG guidelines and individual RHB agreements. References to OCOGs herein are understood to include YOGOCs. In the same way, references to OCOG marks include YOGOC marks, unless specified otherwise.

All Broadcast Partner activations must be submitted for review and approval via the IOC Partner Extranet. Any material that has not been submitted for approval is subject to immediate evaluation and potential prohibition.

Use of Olympic properties should align with the Olympic values; only those that do so will be approved. Any use of Olympic properties that devalues the Olympic Movement, the Olympic Games, the Youth Olympic Games or any Olympic party, or detracts from the Olympic ideals, will not be approved.

References to the Olympic Charter herein refer to the Olympic Charter in force as of 8 July, 2011.

This publication does not contain specific guidelines for the use of marks and imagery of the OCOGs and YOGOCs. Guidelines for these organisations are issued by the aforementioned parties themselves.

These guidelines are updated periodically, so always refer to the version available on the IOC Partner Extranet.
For clarification on terms used in these guidelines, please see the Glossary.

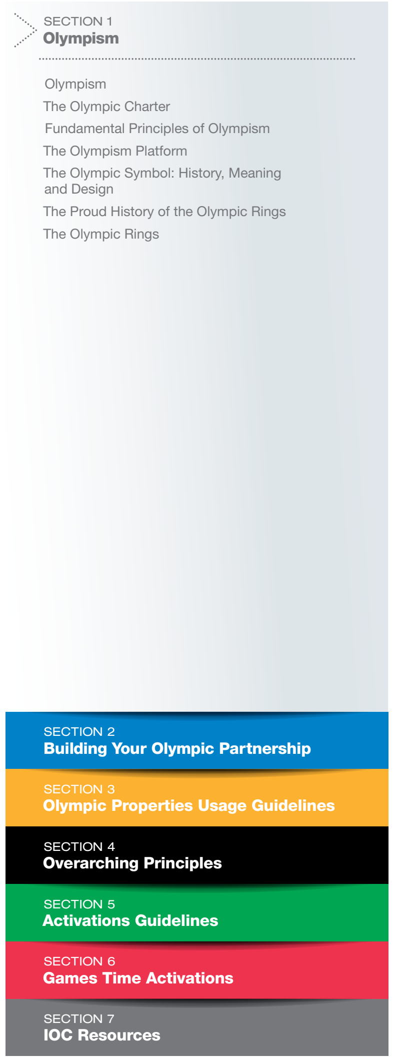
How to Use These Guidelines

To help Broadcast Partners navigate through the information included in these guidelines, a visual system has been developed to direct Broadcast Partners to the necessary reference material throughout; and a series of symbols emphasises the most important information.

Throughout this edition of the guidelines, we have updated and added new content and examples. The **New** symbol in the Contents section indicates where these changes have been made.

Colour-Coded Navigation

The colour-coded navigation separates sections and categories of information into seven distinct chapters.



SECTION 1
Olympism

Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings

SECTION 2
Building Your Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activations Guidelines

SECTION 6
Games Time Activations

SECTION 7
IOC Resources

Symbols

✓ **Acceptable**
The green check symbol denotes acceptable examples of activations.

✗ **Not Acceptable**
The red X indicates unacceptable examples of activations that are not in line with the guidelines.

! **Note**
The yellow exclamation point highlights critical information.

→ **More Information**
The blue arrow links to other sections where additional information may be found on a specific topic.

New **New**
The “new” grey box highlights new activation guidelines or areas where substantial changes have been made.

Contents

New

SECTION 1
Olympism

This section provides information about Olympism — its history, vision, mission, and values, and an in-depth look at the form and meaning of its symbol, the Olympic rings.

Olympism 12
The Olympic Charter 14
Fundamental Principles of Olympism 15
New The Olympism Platform 16
The Olympic Symbol: History, Meaning and Design 22
The Proud History of the Olympic Rings 24
The Olympic Rings 26

SECTION 2
Maximising the Olympic Partnership

This section provides guiding principles to help our Broadcast Partners leverage their Olympic partnership to build maximum value.

Introduction 28
Olympism and the Olympic Rings..............29
The Olympic Games 30
The National Olympic Commitiees 33
Olympic Broadcast Promotion Programme Development 34

SECTION 3
Olympic Properties Usage Guidelines

This section offers specific guidance in working with the Olympic rings and other Olympic properties, balancing the need to protect their integrity whilst providing flexibility for the myriad of applications in which they can be used.

The Olympic Rings

- Balancing Integrity and Pragmatism........ 36
- Full Colour Version 37
- Monochrome Version 38
- Six Official Colours.................................. 39
- A Unique Design...................................... 40
- Isolation Area/Minimum Size....................41
- Backgrounds 42
- Tone-on-Tone... 44
- Common Misuses 45
- New Animation.. 46
- Embossing... 48
- Embroidery 49
- Three-Dimensional................................... 50

continued >

Contents

SECTION 3
Olympic Properties Usage Guidelines

continued >

Other Olympic Properties

Olympic Photographs and Footage 51
Olympic Motto.. 52
Olympic Flag Images 53
Olympic Flame/Cauldron Images 54
Olympic Games Medals........................... 55
Olympic Award Ceremonies and Podium 57
OCOG Properties 58
Historical OCOG Properties..................... 59
New The Word “Olympic”................................ 60
Official Terminology 61

SECTION 4
Overarching Principles

This section reviews key principles Broadcast Partners should remember when activating on any platform using the Olympic brand assets.

Activation Principles 66
New Tone of Messaging 67
Composite Logo...68
The Four Elements 69
Vertical and Horizontal Format 70
Standalone Logos.................................... 71
Olympic Designation................................72
New Olympic Bug...74
Activations Through a Third Party 75
Application 76
Distribution 77
Cause-Related Programme 78
New Activations Featuring Athletes....................79
Athlete Apparel and Equipment...............80
“Corporate Ambassadors” Concept.........82
Use of OCOG and Corporate Mascots 83
Use of Sports Not on the Olympic Programme and Bid/Candidate Cities 84
Use of Sports Venues and Field of Play...... 85
Use of Countdown Clocks 86
New Use of Olympic Photographs and Footage 87
Colourisation..88
Superimposition.......................................90
Blurring 91
Cropping 92
Masking Imagery 94
Recognition for Official Timing and Data Partner 95

Contents

SECTION 5
Activation Methods

This section provides guidance for our Broadcast Partners to help bring their broadcast promotions to life across all forms of activations and a variety of media.

New Digital and Online

General Principles 97
Partners' Websites 98
Use of Olympic Results Content and Notices 110
Apps 111
Advertising 115
Point of Sale 116
Contests 117
Olympic Games Tickets Promotions 118
Activations at Third Party Events 120
New Interactive Entertainment Software 122
"Games" Concept 123
Premiums 124
Media Release and Related Materials 126
Stationery and Internal Communications 127

SECTION 6
Games Time Considerations

This section provides guidelines for our Broadcast Partners to help maximise the impact of their activations and promotions during the period of the Olympic Games.

Games-time Activation Considerations 129
New Games-time Activations Featuring Athletes 130
Athlete Apparel and Equipment 131
Rule 50: Clean-Venue Principle 135
New On-site Activations and Operations 136
Supply of Products and Equipment 137
Uniform Guidelines for Broadcast Partners 138
Lollipop Signs 139
Studio Set Design 140
Approval Process for On-site Activations 141

SECTION 7
Resources

This section provides checklists and resources necessary for Broadcast Partners.

IOC Partner Extranet

Approval Process 143
Approval Checklist 145
Resources 146
New Olympic Multimedia Library 147
Corporate Website 148
Documents and Publications 149
Glossary 150

Artwork

Full Colour Artwork 154
Monochrome Artwork 155
Contact Information 156

SECTION 1
Olympism

This section provides information about Olympism — its history, vision, mission and values, and an in-depth look at the form and meaning of its symbol, the Olympic rings.

Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings

Olympism did not reappear within the context of modern civilisation in order to play a local or temporary role. The mission entrusted to it is universal and timeless.

— PIERRE DE COUBERTIN

SECTION 2
Maximising the Olympic Partnership
SECTION 3
Olympic Properties Usage Guidelines
SECTION 4
Overarching Principles
SECTION 5
Activation Methods
SECTION 6
Games Time Considerations
SECTION 7
Resources

SECTION 1
Olympism

Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings

SECTION 2
Maximising the Olympic Partnership
SECTION 3
Olympic Properties Usage Guidelines
SECTION 4
Overarching Principles
SECTION 5
Activation Methods
SECTION 6
Games Time Considerations
SECTION 7
Resources

Olympism

Olympism is a philosophy of life, which places sport at the service of humankind.

"Modern Olympism was conceived by Pierre de Coubertin, on whose initiative the International Athletic Congress of Paris was held in June 1894. The International Olympic Committee (IOC) constituted itself on 23 June 1894. The first Olympic Games (Games of the Olympiad) of modern times were celebrated in Athens, Greece, in 1896. In 1914, the Olympic flag presented by Pierre de Coubertin at the Paris Congress was adopted. It includes the five interlaced rings, which represent the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games. The first Olympic Winter Games were celebrated in Chamonix, France, in 1924."[1]

[1] Olympic Charter, Preamble, July 2011

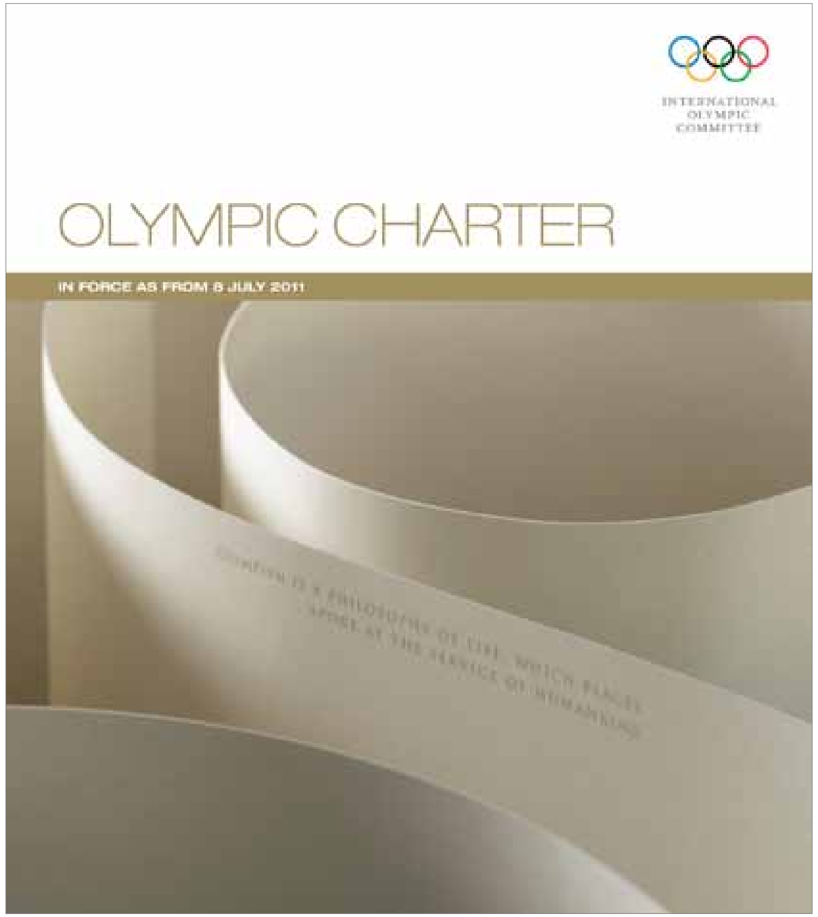
The Olympic Charter

"The Olympic Charter (OC) is the codification of the Fundamental Principles of Olympism, Rules and Bye-Laws adopted by the International Olympic Committee (IOC). It governs the organisation, action and operation of the Olympic Movement and sets forth the conditions for the celebration of the Olympic Games. In essence, the Olympic Charter serves three main purposes:

a) The Olympic Charter, as a basic instrument of a constitutional nature, sets forth and recalls the Fundamental Principles and essential values of Olympism.

b) The Olympic Charter also serves as statutes for the International Olympic Committee.

c) In addition, the Olympic Charter defines the main reciprocal rights and obligations of the three main constituents of the Olympic Movement, namely the International Olympic Committee, the International Federations and the National Olympic Committees, as well as the Organising Committees for the Olympic Games, all of which are required to comply with the Olympic Charter." [1]



INTERNATIONAL OLYMPIC COMMITTEE

OLYMPIC CHARTER

IN FORCE AS FROM 8 JULY 2011

---

[1] Olympic Charter, Introduction, July 2011

Fundamental Principles of Olympism

"1. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

2. The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity.

3. The Olympic Movement is the concerted, organised, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents. It reaches its peak with the bringing together of the world's athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.

4. The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

5. Recognising that sport occurs within the framework of society, sports organisations within the Olympic Movement shall have the rights and obligations of autonomy, which include freely establishing and controlling the rules of sport, determining the structure and governance of their organisations, enjoying the right of elections free from any outside influence and the responsibility for ensuring that principles of good governance be applied.

6. Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.

7. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC."

[1] Olympic Charter, Fundamental Principles of Olympism, July 2011

New

The Olympism Platform

The Olympism Platform, which is based on the Olympic Charter, provides a concise description of the vision, mission, values and working principles of the Olympic Movement — all of which are represented by the Olympic symbol.

As the leader of the Olympic Movement, the IOC requires all constituents and stakeholders to contribute to realising the vision and mission of the Olympic Movement in accordance with its values and working principles.

The vision and mission of the Olympic Movement emerge from the Olympic Charter: *"Under the supreme authority and leadership of the International Olympic Committee, the Olympic Movement encompasses organisations, athletes and other persons who agree to be guided by the Olympic Charter. The goal of the Olympic Movement is* ***to contribute to building a peaceful and better world by educating youth through sport*** *practised in accordance with Olympism and its values."* [1]

"The mission of the IOC is ***to promote Olympism throughout the world*** *and to lead the Olympic Movement. The IOC's role is (…) to ensure the* ***regular celebration of the Olympic Games*** *(…)."* [2]

The Fundamental Principles of Olympism describe the values of the Olympic Movement as **Encourage Effort, Preserve Human Dignity** and **Develop Harmony.** When used in communication, these values are expressed as **Striving for Excellence, Demonstrating Respect** and **Celebrating Friendship.**

The Olympic Movement operates according to five working principles: **Universality, Solidarity, Collaboration, Autonomy** and **Social Responsibility.**

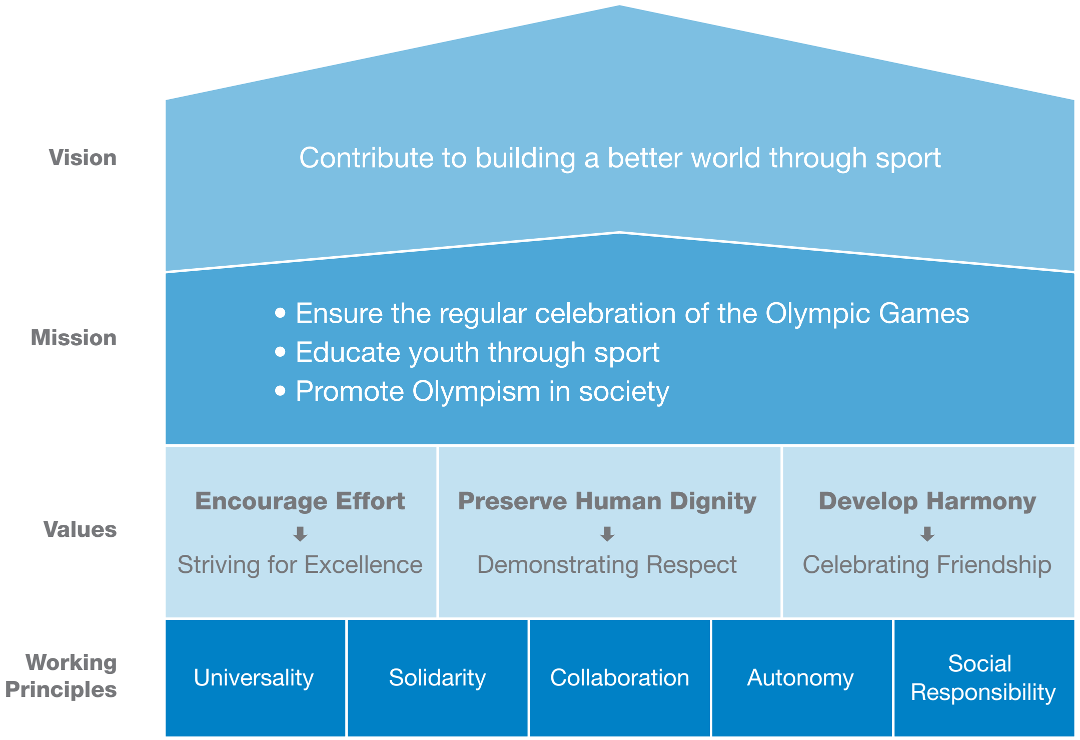
[1] Olympic Charter, Rule 1, paragraph 1, July 2011
[2] Olympic Charter, Rule 2, paragraph 3, July 2011

New

The Olympism Platform (Continued)

Olympism

Olympism is a philosophy of life, which places sport at the service of humankind.



Vision

Contribute to building a better world through sport

Mission

- Ensure the regular celebration of the Olympic Games
- Educate youth through sport
- Promote Olympism in society

Values

Encourage Effort	**Preserve Human Dignity**	**Develop Harmony**
⬇	⬇	⬇
Striving for Excellence	Demonstrating Respect	Celebrating Friendship

Working Principles

Universality	Solidarity	Collaboration	Autonomy	Social Responsibility

The Olympism Platform

The Vision

New

Contribute to building a better world through sport

What better way to start to define the vision of Olympism than to use the words of the man who founded the modern Olympic Movement…

“Faced with a new world that must be ordered according to principles thought to be utopian until now, and that can now be applied, humanity must find all the strength it can in the heritage of the past in order to build its future. Olympism is one of those strengths.”

“(…) I had expressed from the start concerning the new form of Olympism: that it should encircle the globe, and thus not be subject to the chance events in a particular region or to narrow, nationalist views.”

“From the very beginning, over forty years ago, I have held that the renewed Olympism is big enough to encompass the whole world. The reason is that I saw Olympism as a sort of guarantee or insurance against any lack of constraint, or any hostility that may suddenly come into vogue. Once a trend has spanned the globe, it becomes more difficult to get rid of it. As time goes on, in fact, fashion is becoming a less significant element in athletic development, because sports tend to become a habit, then a need, in the individual.”

Today, the vision of the Olympic Movement holds true to Pierre de Coubertin’s original philosophy and is defined as, “Contribute to building a better world through sport”. Nearly half of the world's population recognises that the Olympic symbol stands for “building a better world through sport”, which affirms the global resonance of this vision.

Source: IOC proprietary research 2012

The Olympism Platform

The Missions

New

- Ensure the regular celebration of the Olympic Games
- Educate youth through sport
- Promote Olympism in society

Olympism has three missions:

Ensure the regular celebration of the Olympic Games
Every two years, the athletes of the world come together on the occasion of the world's most spectacular sports event, which captures the attention of, and inspires, billions of people around the world.

The welfare of these athletes is at the heart of the Olympic Movement and, as such, the IOC takes steps to support athletes in their pre-, during-, and post-athletic life by addressing major concerns, including health, education and career management. Some of these programmes include

- Technical and financial support to athletes and their entourages
- Protection of athletes' health, safety and security programme
- Athletes' education and career programme

Educate Youth through Sport
Recognising the power of young people to help build a better world, the Olympic Movement engages in many initiatives that support the education of young people at all levels (young athletes, elite athletes, young people in general) by using sport as an inspirational catalyst.

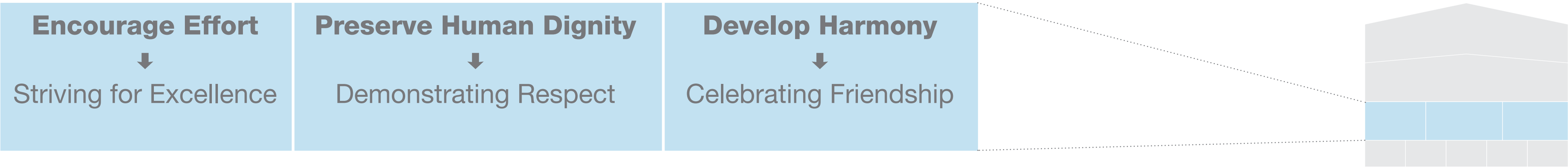
Promote Olympism in Society
The Olympic Movement is active in various fields, or activity streams, in order to promote the benefits of Olympism and sport on society.
These "Olympism in Action" activity streams are:

- Health through Sport
- Education through Sport
- Development through Sport
- Peace through Sport
- Inclusion through Sport
- Sustainability through Sport
- Culture and Sport

The Olympism Platform

The Values

New



Encourage Effort	**Preserve Human Dignity**	**Develop Harmony**
⬇	⬇	⬇
Striving for Excellence	Demonstrating Respect	Celebrating Friendship

Olympism has the unique power to engage our deepest emotions, reminding us that it embodies the values to which we all aspire:

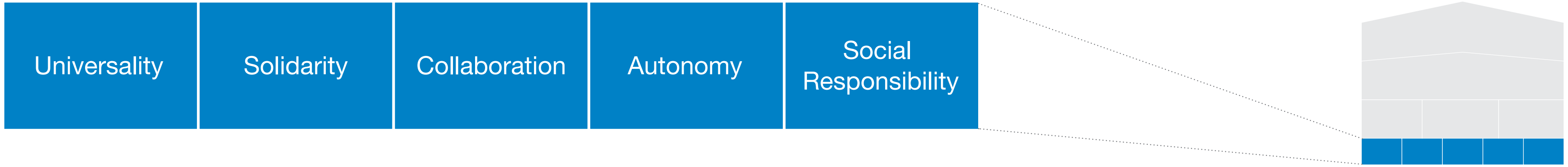
- Striving for Excellence
- Celebrating Friendship
- Demonstrating Respect

These values have proved time and again to be highly relevant in today's society, and receive outstanding scores in all of the IOC's research.

The Olympism Platform

Working Principles

New



Universality | Solidarity | Collaboration | Autonomy | Social Responsibility

Universality — *"The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play."*

Solidarity — is the Olympic Movement's united stand behind the principle of universality that everyone should have the right to practise sport.

Collaboration — is the Olympic Movement's recognition that it can achieve its goals only through collaboration.

Autonomy — is the Olympic Movement's belief that *"sports organisations within the Olympic Movement shall have the rights and obligations of autonomy, which include freely establishing and controlling the rules of their sport, determining the structure and governance of their organisations, enjoying the right of elections free from any outside influence and the responsibility for ensuring that principles of good governance are applied."*

Social Responsibility — is the Olympic Movement's belief that its vision must be delivered in a way that produces an overall positive impact on society.

SECTION 1
Olympism

Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

The Olympic Symbol: History, Meaning and Design

The Olympic symbol, widely known throughout the world and throughout the remainder of these guidelines as the Olympic rings, is the visual ambassador of Olympism for billions of people. Designed in 1913 by Pierre de Coubertin, the Olympic rings remain a global representation of the Olympic Movement and its activity.

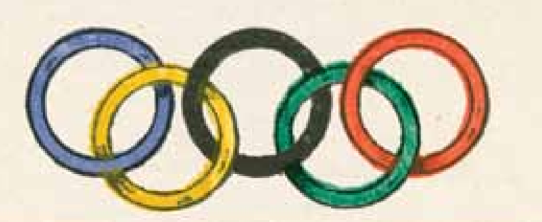
Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings

SECTION 2
Maximising the Olympic Partnership
SECTION 3
Olympic Properties Usage Guidelines
SECTION 4
Overarching Principles
SECTION 5
Activation Methods
SECTION 6
Games Time Considerations
SECTION 7
Resources

ALEXANDRIE 5 AVRIL 1914

The Proud History of the Olympic Rings

1913–1914



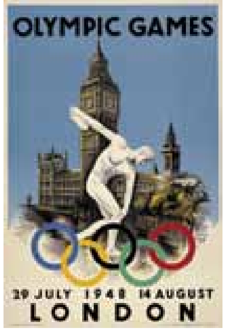
The Olympic Rings

In 1913, Pierre de Coubertin designed the original Olympic rings. In the centre of a white background, five rings interlace: blue, yellow, black, green and red.

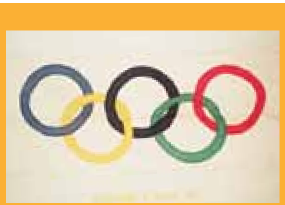
The emblem chosen to illustrate and represent this World Congress in 1914, which will set the final seal on the Olympic restoration, has begun appearing on various preliminary documents: five regularly interlaced rings of different colours — blue, yellow, black, green and red — stand out from the white background of the paper. These five rings represent the five parts of the world now won over to the cause of Olympism and ready to accept its fecund rivalries. What is more, the six colours thus combined reproduce those of all nations without exception.

Pierre de Coubertin, "L'emblème et le drapeau de 1914" in "Revue Olympique", No. 92, August 1913

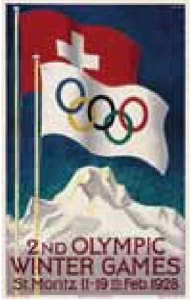
1920

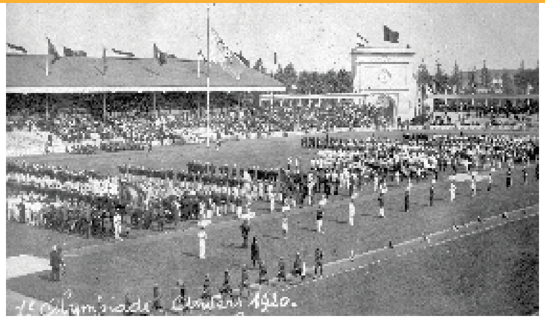


The Official Debut



The Olympic rings were unveiled for the first time at the 1914 Olympic Congress in Paris and made their Olympic Games debut at the 1920 Games in Antwerp on the official Olympic flag.



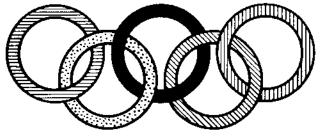


The Proud History of the Olympic Rings (Continued)

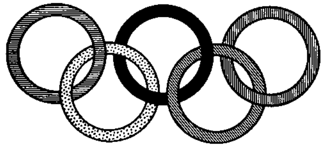
1957

Defining the Olympic Rings

In 1957, the IOC officialised a specific version of the Olympic rings, differing only slightly from Coubertin's original, in the order in which the rings intersect over each other.

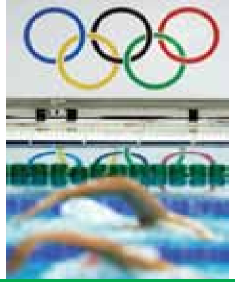


Incorrect
This version shows incorrect overlapping of the Olympic rings.



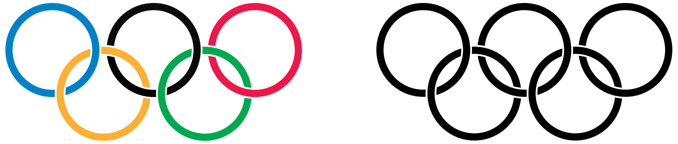
Correct
This version demonstrates the correct overlapping of the Olympic rings.

1986

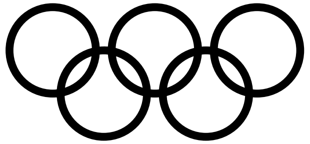


Modifications

In 1986, gaps between the Olympic rings were added to be able to reproduce the rings as accurately as possible using the available print technology of the time.

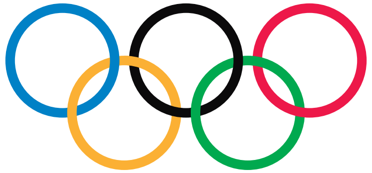


Interlocked



Solid

2010



The Timeless Original Returns

As approved in 2010 by the IOC Executive Board, the official version of the Olympic rings returns to its original, seamlessly interlaced design, fulfilling Coubertin's vision.

SECTION 1
Olympism

Olympism
The Olympic Charter
Fundamental Principles of Olympism
The Olympism Platform
The Olympic Symbol: History, Meaning and Design
The Proud History of the Olympic Rings
The Olympic Rings

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

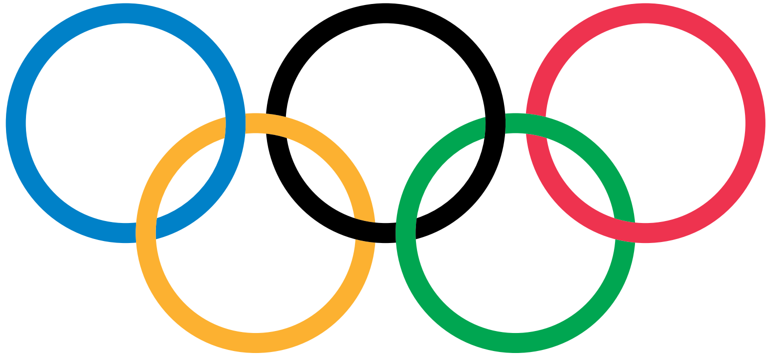
SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

The Olympic Rings

The Olympic Charter clearly defines the significance of the Olympic rings as a key Olympic property.



Definition

"The Olympic symbol consists of five interlaced rings of equal dimensions (the Olympic rings), used alone, in one or in five different colours. When used in its five-colour version, these colours shall be, from left to right, blue, yellow, black, green and red. The rings are interlaced from left to right; the blue, black and red rings are situated at the top, the yellow and green rings at the bottom in accordance with the following graphic reproduction. The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games." [1]

The Olympic rings are a cornerstone of the Olympic properties, which comprise a variety of assets: *"The Olympic symbol, flag, motto, anthem, identifications, (including but not limited to "Olympic Games" and "Games of the Olympiad"), Olympic designations, emblems, flame and torches (…) may, for convenience, be collectively or individually referred to as "Olympic properties". All rights to any and all Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to their use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board."* [2]

Maintaining Integrity

The Olympic rings shown in these guidelines are the exclusive approved version of the Olympic rings. Never alter, distort or in any way compromise the integrity of the Olympic rings.

[1] Olympic Charter, Rule 8, July 2011
[2] Olympic Charter, Rule 7, paragraph 4, July 2011

SECTION 1
Olympism

SECTION 2

Maximising the Olympic Partnership

This section provides guiding principles to help our Broadcast Partners leverage their Olympic partnership to build maximum value.

Introduction
Olympism and the Olympic Rings
The Olympic Games
The National Olympic Committees
Olympic Broadcast Promotion Programme Development

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

London 2012
HFAIEDH. N
NAGGA. H
13

New

Introduction

The Broadcast Partners deliver the broadcast of the world's greatest sporting and cultural event to a global audience of billions. Olympic broadcast rights grant access to the Olympic broadcast coverage in each territory around the world. As the world's leading media organisations, the IOC's Broadcast Partners provide Games coverage by using the most advanced technology to deliver the ultimate broadcast experience.

Official Olympic broadcasters aim to reach the widest possible audience and have the opportunity to promote their partnership in two ways:

- Around the values of Olympism and the Olympic rings*
- Around a particular edition of the Games using the Olympic Games emblem and other Games-related imagery/assets*

This chapter provides:

- Further background information and research on the various assets a Broadcast Partner can use for each dimension
- Examples of best practices for developing Olympic broadcast promotion programmes

As per terms defined in your Broadcasting agreement.

New

Olympism and the Olympic Rings

As introduced in section 1, Olympism is a philosophy of life with a strong vision, mission and values and serves as the core belief basis of the Olympic Movement. The visual ambassador of Olympism and the Olympic Movement is the **Olympic rings.** The Olympic rings unite the world with their values — universal ideals that inspire and connect us, athlete to spectator, individual to team, nation to nation, generation to generation.

When developing messaging about Olympism and/or the Olympic Movement, tapping into these globally relevant and inspirational elements can create many unique avenues to bring activations to life. Please refer to the Olympism Platform for more details.

Below are some of the research results on the perception of the Olympic rings by the general public:

95%
of the world recognises the Olympic rings.

“Global”
is the highest rated attribute.**

The Olympic rings are perceived to be**:
Appealing
Unique
Relevant
Quality

77%
of people say the Olympic rings symbolise the **global community,** which encompasses: friendship, unity, universal, and 5 continents.*

The Olympic rings is one of the highest ranking brands, vs. other well known symbols, on attributes such as **inspirational, excellence, optimism and diversity.**

**unprompted attributes, ** prompted attributes, Source: IOC proprietary research 2012.*

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

Introduction
Olympism and the Olympic Rings
The Olympic Games
The National Olympic Committees
Olympic Broadcast Promotion Programme Development

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

New

The Olympic Games

The **Olympic Games** are the most visible and powerful expression of the Olympic ideals and derive their power from a diverse base of values and attributes. The values that consumers believe most describe the Olympic Games are grouped into four categories:

OLYMPISM

Inspirational and Optimistic

Sport and Athletes

Being the Best
Striving
Excellence
Determination
Dynamic
Exciting

The Global Community

Friendship
Universal
Peace and Unity
Global
Patriotic
Festive Celebration
Participation

Respect

Respectful
Fair Play
Heritage and Tradition

The values associated with “Sport and Athletes” are summarised under the heading of: *Striving for Excellence.*
The values associated with “the Global Community” are summarised under the heading of: *Celebrating Friendship.*
The values associated with “Respect” are summarised under the heading of: *Demonstrating Respect.*
The values associated with “Olympism” maintain the Olympism heading and serve as the halo under which *Striving for Excellence, Celebrating Friendship* and *Demonstrating Respect* reside.

New

The Olympic Games (Continued)

It is the combination of all four pillars that creates the powerful, emotive brand that is the Olympic Games.

OLYMPISM

Striving for EXCELLENCE

*Link to **Video***

Celebrating FRIENDSHIP

*Link to **Video***

Demonstrating RESPECT

*Link to **Video***

New

The Olympic Games (Continued)

The Olympic Games, as a marketing platform, are strong not only because of the inspirational values they represent but also because of their breadth, depth and appeal. The Olympic Games unite millions of viewers every two years and boast one of the largest and most balanced fan bases ever, making them one of the most powerful marketing and communication platforms available. The latest round of IOC research shows that **74% of people around the world are Olympic Games fans** and **63% are Olympic Winter Games fans.** The research demonstrates that the Olympic Games are rated higher on appeal and awareness than other popular sports, cultural and entertainment properties. In addition, **76%** of people agree the Games are “special”, and **74% agree that the Olympic Games “have something for everyone”.**

Each edition of the Games mirrors closely the characteristics and values conveyed by the Olympic symbol, but also, importantly, contributes to its relevance, whilst creating a unique experience and story from the Host City/Country’s perspective – a story which transcends sport. This perspective is manifested in each Organising Committee’s brand assets that express its vision, which can be utilised by Broadcast Partners in their communications. For Games-specific messaging, refer to each Host City’s vision and strategy for insights into each Host City’s unique lens on the Olympic brand. It is through this perspective that they develop their brand story and identity, which are then delivered and promoted through their Games assets (the Games emblem, the Look of the Games, mascots, etc.).

Vancouver 2010

Vision:
A stronger Canada whose spirit is raised by its passion for sport, culture and sustainability.

Mission:

- To touch the soul of the nation and inspire the world by creating and delivering an extraordinary Olympic and Paralympic experience with lasting legacies

WITH GLOWING HEARTS
DES PLUS BRILLANTS EXPLOITS

*Link to **The Best of Games from 1936 to 2012 Video***

London 2012

Vision:
Use the power of the Games to inspire change.

Mission:

- To stage an inspirational Olympic and Paralympic Games for the athletes, the Olympic family and the viewing public
- To deliver the Olympic Park and all venues on time, to specification and providing a sustainable legacy
- To maximise the economic, social, health and environmental benefits of the Games for the UK, particularly through regeneration and sustainable development in East London
- To achieve a sustained improvement in UK sport before, during and after the Games, in both elite performance –particularly in Olympic and Paralympic sports – and grassroots participation

Inspire a generation

New

The National Olympic Committees

National Olympic Committees (NOCs) ensure the national development of, and safeguard, the Olympic Movement while promoting the development of sport on a national level.

NOCs are the link to the athletes, and as such are key to helping create momentum and enthusiasm for an upcoming edition of the Olympic Games or Olympic Winter Games.

The NOC team, the athletes themselves, as well as other NOC assets can be powerful elements with which to promote the Olympic broadcast on a national level.

Broadcast Partners can collaborate with their territory's NOC in order to leverage the NOC's various brand assets, including their athletes, and/or to collaborate with them to develop their broadcast promotions in order to reach local audiences in a relevant and meaningful way.

70%
agree **athletes inspire** people to be their best in their everyday lives.

75%
agree that athletes provide a good **role model** for children.

Most common emotions felt by viewers:
'National Pride'
and
'Being amazed by certain athletic performances'.

National team successes provide the **strongest memories** of the Olympic Games.

Source: IOC proprietary research 2012.

New

Olympic Broadcast Promotion Programme Development

With the strength of Olympism, the Olympic rings and the Olympic Games, the potential for Olympic broadcasters to drive value is almost limitless.

While each Broadcast Partner may activate its partnership in different ways to fulfil its unique business objectives, partnerships are typically built upon some common best practices which can help Broadcast Partners leverage their partnerships for the greatest impact. These best practices represent high-level considerations for Broadcast Partners as they plan their Olympic broadcast promotion programmes, and are representative only.

Multi-dimensionality
Olympic broadcast promotion strategies can leverage the breadth, depth and multi-dimensionality of the Olympic brand to create a wide range of opportunities that can help achieve a variety of business objectives—from enhancing a broadcaster's brand image to becoming the leader in sports broadcasting to generating revenue or increasing viewership. These objective-driven tactics can include hospitality programmes, social media campaigns or Olympic-themed programming and advertising.

Maximising Moments
Whilst interest is at its highest during the actual transmission of the Olympic Games, Broadcast Partners have many opportunities to build momentum in the lead up to Games-time. This can be achieved by developing Olympic-themed programming using archive Olympic footage; using the public service announcements and films provided by the IOC; and/or creating a platform for building athlete stories. These athlete stories are often very emotional, and can thus help leverage national pride and build a strong fan base in the months leading up to the Olympic Games.

Innovation
Employing innovative means of communication, via creative messaging and/or leveraging the latest in technology, can connect a broadcaster with its various target audiences, but also help keep the Olympic Games and Olympic activation fresh and relevant, always attracting new generations of fans. With an increasingly tech-savvy audience who wish to stay "connected" 24/7 wherever they are, a Broadcast Partner has many opportunities to create different touch points on different devices with innovative technologies in order to ensure that Olympic broadcast coverage is available where and when consumers want it.*

Integration
Integrating all Broadcast Partner promotions can help to create a seamlessly connected consumer and/or customer experience that combines the power of the individual components - messaging, Look Systems, digital programmes, promotions, etc. - to build value for the programme at large across a 360° viewer experience. This includes providing robust Olympic programming which is easily available and accessible on a variety of media platforms, and can be coupled with other Olympic-themed content, athlete story-building and fan interactions, on both linear TV and the Broadcast Partner's various digital and social media platforms.*

**subject to RHBs' agreements and granted rights.*

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

This section offers specific guidance on working with the Olympic rings and other Olympic properties, balancing the need to protect their integrity with providing flexibility for the myriad of applications in which they can be used.

The Olympic Rings
Other Olympic Properties

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

vancouver
vancouver 2010
22
22
vancouver

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

The Olympic Rings
- **Balancing Integrity and Pragmatism**
- Full Colour Version
- Monochrome Version
- Six Official Colours
- A Unique Design
- Isolation Area/Minimum Size
- Backgrounds
- Tone-on-Tone
- Common Misuses
- Animation
- Embossing
- Embroidery
- Three-Dimensional

Other Olympic Properties

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

The Olympic Rings

Balancing Integrity and Pragmatism

The Olympic Properties Usage Guidelines offer general principles to help Broadcast Partners maintain the integrity and visibility of one of the world's most recognised symbols, as well as providing guidance on using related Olympic properties.

A balance between integrity and pragmatism needs to be achieved in order to protect the Olympic rings in their purest form whilst providing flexibility in the myriad of applications in which they are likely to be used.

Integrity: The full colour version of the Olympic rings is the truest manifestation of Coubertin's original design vision. For this reason, the full-colour version of the Olympic rings is the preferred choice whenever possible, and certainly, for all institutional and symbolic applications.

Pragmatism: Flexibility in the use of the Olympic rings is also critical. To this end, the monochrome versions of the Olympic symbol similarly capture the spirit of Olympism, whilst simplifying its application in cases where use of the full colour version proves challenging.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

The Olympic Rings
- Balancing Integrity and Pragmatism
- **Full Colour Version**
- Monochrome Version
- Six Official Colours
- A Unique Design
- Isolation Area/Minimum Size
- Backgrounds
- Tone-on-Tone
- Common Misuses
- Animation
- Embossing
- Embroidery
- Three-Dimensional

Other Olympic Properties

SECTION 4
Overarching Principles

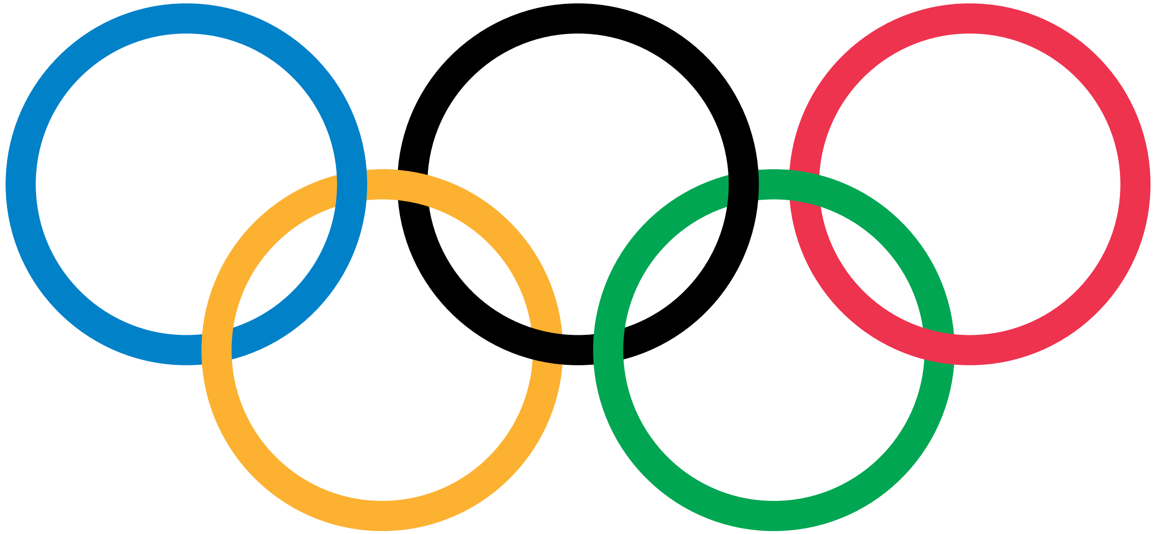
SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

The Olympic Rings

Full Colour Version



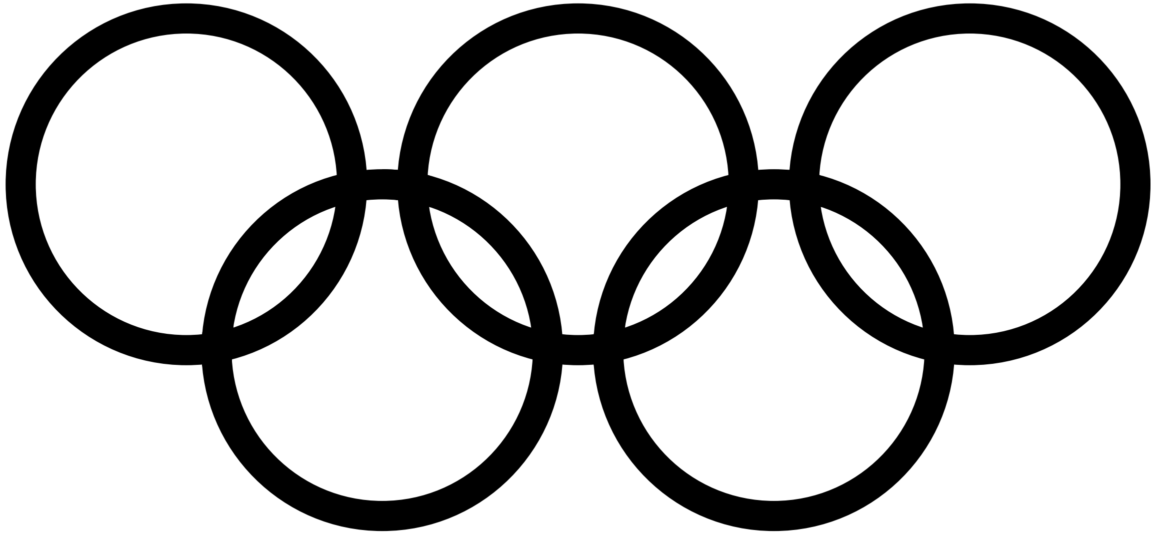
The full colour version on its white background is the preferred version of the Olympic rings and should be used as often as possible.

The full colour Olympic rings are the embodiment of Pierre de Coubertin original vision:

> *Five regularly interlaced rings of different colours — blue, yellow, black, green and red — stand out from the white background of the paper. These five rings represent the five parts of the world now won over to the cause of Olympism and ready to accept its fecund rivalries. What is more, the six colours thus combined reproduce those of all nations without exception.*
>
> **— PIERRE DE COUBERTIN**

The Olympic Rings

Monochrome Version



The monochrome Olympic rings provide an alternative to the full colour Olympic rings. The Olympic rings may appear in any of the six official Olympic colours when necessary.

The Olympic Rings

Six Official Colours

Pantone 3005	**Pantone 137**	**Pantone 426**	**Pantone 355**	**Pantone 192**	**White**
cmyk c100 m37 y0 k0	cmyk c0 m34 y91 k0	cmyk c0 m0 y0 k100	cmyk c100 m0 y100 k0	cmyk c0 m94 y65 k0	cmyk c0 m0 y0 k0
rgb r0 g129 b200	rgb r252 g177 b49	rgb r0 g0 b0	rgb r0 g166 b81	rgb r238 g51 b78	rgb r255 g255 b255
web safe hex #0081C8	web safe hex #FCB131	web safe hex #000000	web safe hex #00A651	web safe hex #EE334E	web safe hex #FFFFFF

Whilst reproduction techniques and applications have evolved over the years, the Olympic rings' colour palette has remained constant. To maintain the integrity of the Olympic rings, do not change or in any way alter these official colours.

PANTONE®-identified colour reproduction information has been provided for the guidance of the reader.
PANTONE® is a registered trademark of Pantone, Inc.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

The Olympic Rings
Balancing Integrity and Pragmatism
Full Colour Version
Monochrome Version
Six Official Colours
A Unique Design
Isolation Area/Minimum Size
Backgrounds
Tone-on-Tone
Common Misuses
Animation
Embossing
Embroidery
Three-Dimensional
Other Olympic Properties

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

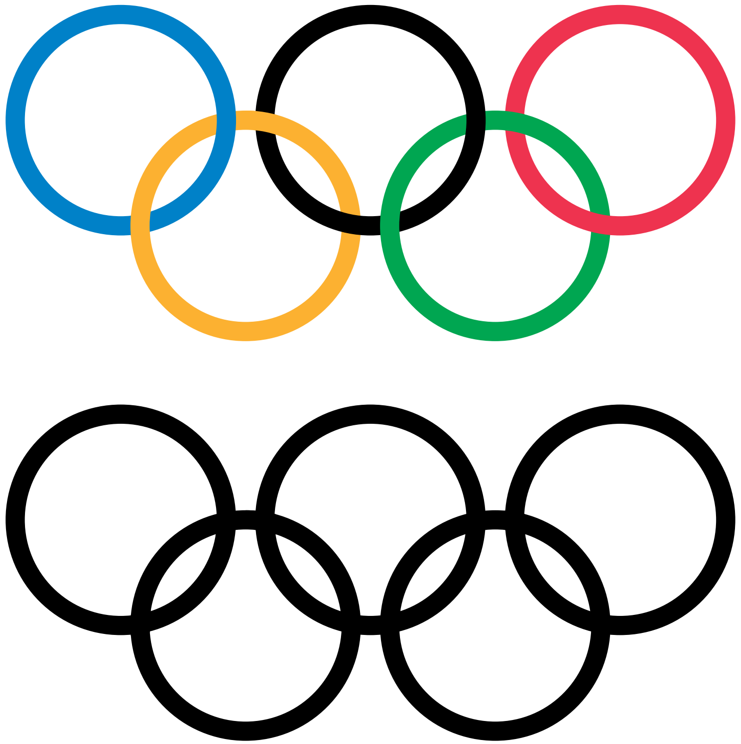
SECTION 6
Games Time Considerations

SECTION 7
Resources

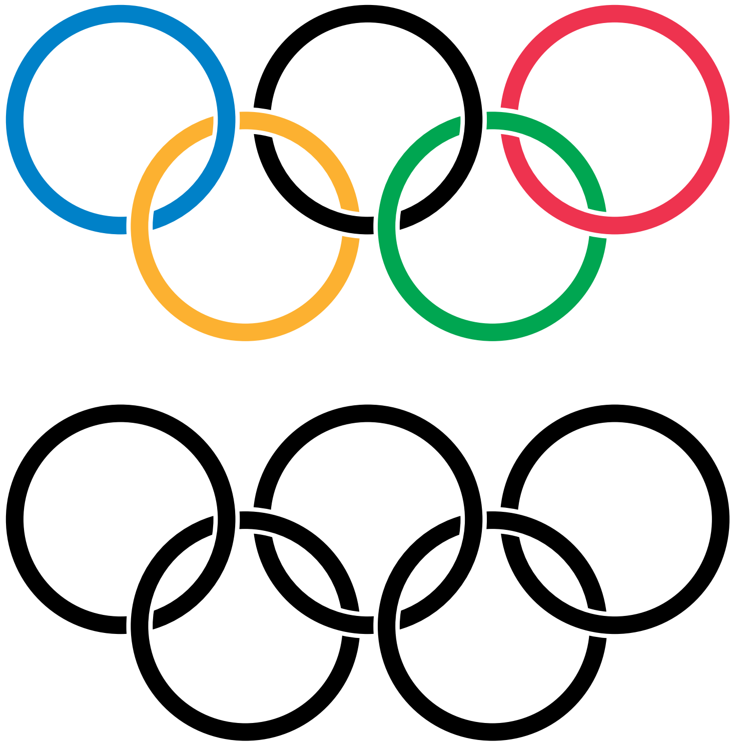
The Olympic Rings

A Unique Design

✓ **Acceptable**



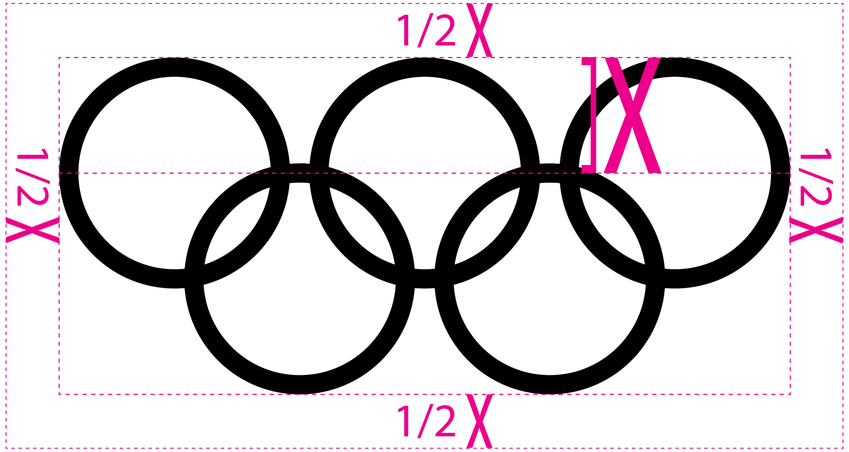
✗ **Not Acceptable**

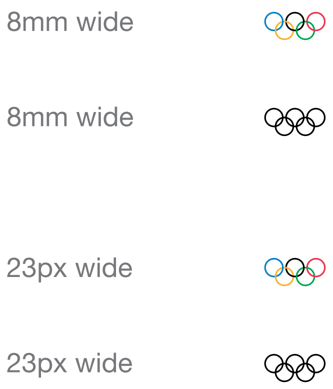


The version of the Olympic rings shown on this page, distinguished by the “gaps” at the intersection of each of the rings, can no longer be used. Please delete all versions of this artwork and replace it with the artwork provided in these guidelines.

The Olympic Rings

Isolation Area/Minimum Size





Isolation Area

Due to the inclusiveness and collaborative nature of the Olympic Movement, the Olympic rings are most often associated with the visual identities of various stakeholders. Therefore, an isolation area around the Olympic rings becomes critically important in order to preserve its integrity. No other typography, text, graphic and/or photographic elements may encroach upon the Olympic rings. This area is defined by drawing a rectangle around the edges of the Olympic rings. The minimum distance between the rectangle and any element is a distance of “½ X”, X being the external radius of a ring. When the Olympic rings are positioned in a composite logo, the distance between the two must equal “X”.

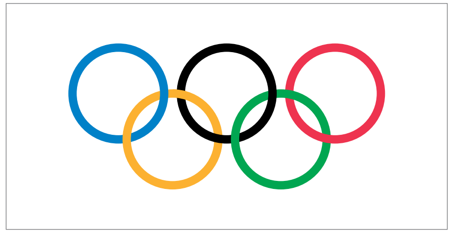
Minimum Size

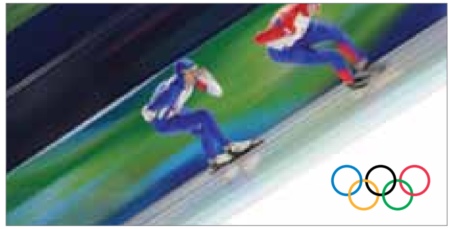
To ensure the integrity of the Olympic rings for any small-size application, special care must be taken not to reduce the artwork below the minimum size guidelines. Both the full colour and monochrome versions of the Olympic rings should appear no smaller than 8mm wide, or 23px wide in digital applications.

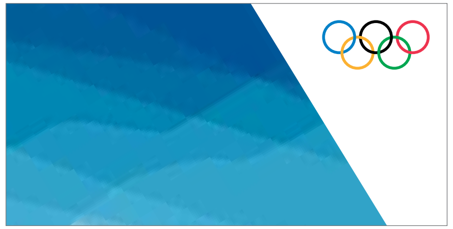
The Olympic Rings

Backgrounds

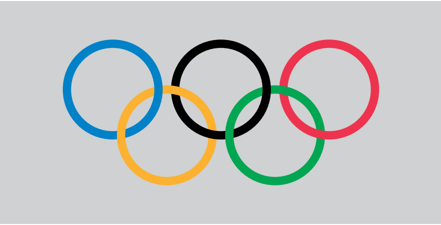
✓ **Acceptable**

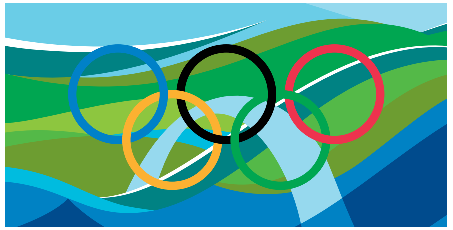


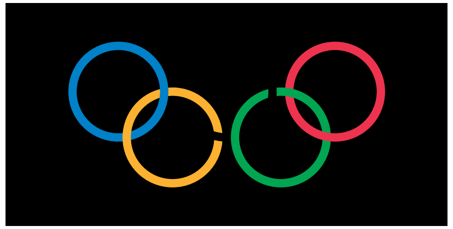


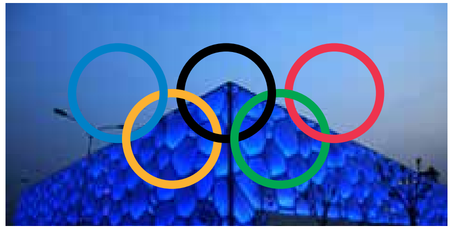


✗ **Not Acceptable**









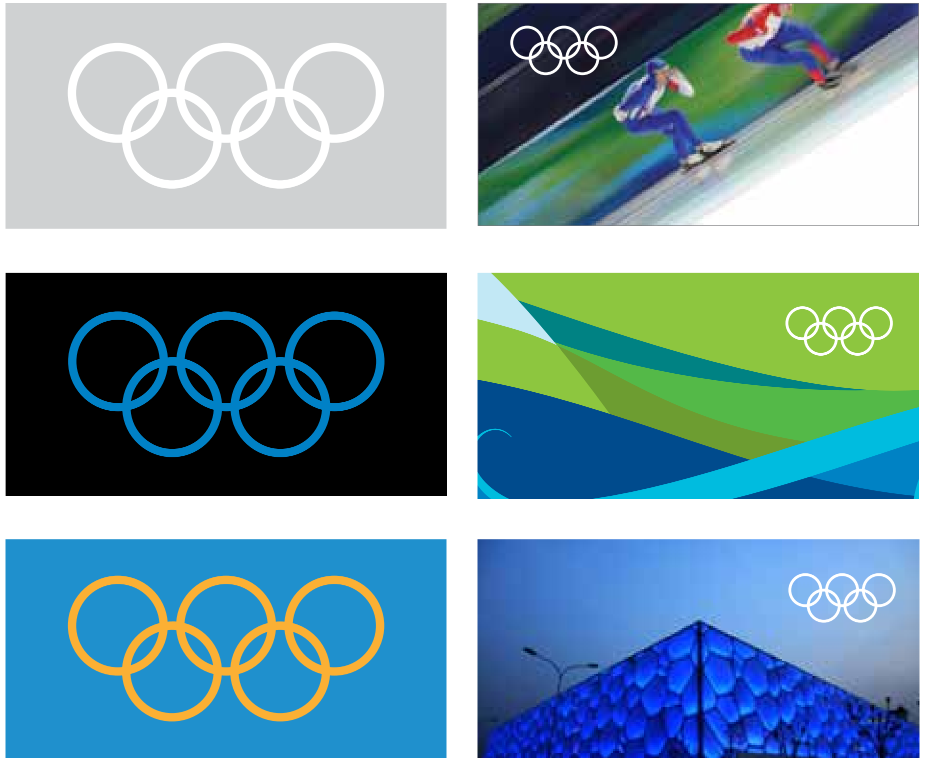
The full colour Olympic rings must always appear on a solid white background.
In order to maintain the integrity of the Olympic symbol, it is essential that the backgrounds on which they appear ensure maximum visibility, no matter the application.

Note: *The Olympic rings may not be used as a background for other imagery.*

The Olympic Rings

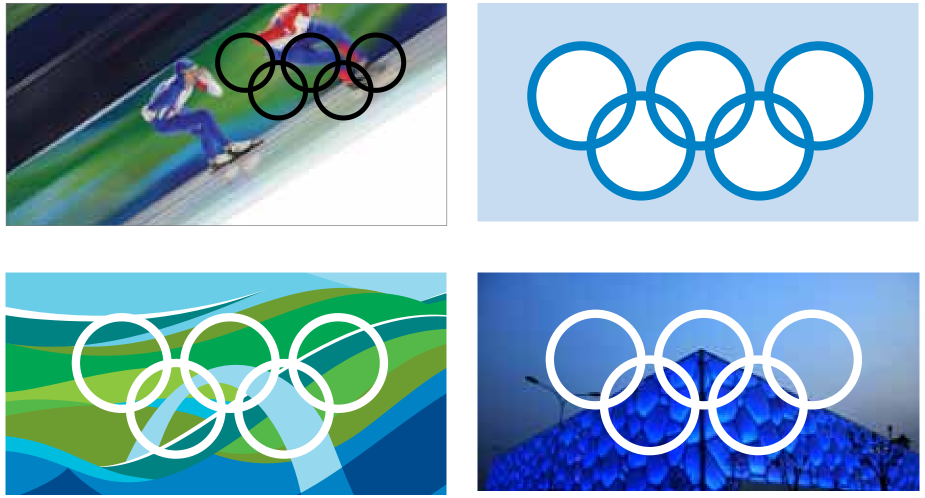
Backgrounds (Continued)

✓ **Acceptable**



The monochrome Olympic rings may be used in one of the six official colours on a "quiet area".

✗ **Not Acceptable**



The background behind the rings must be "quiet".

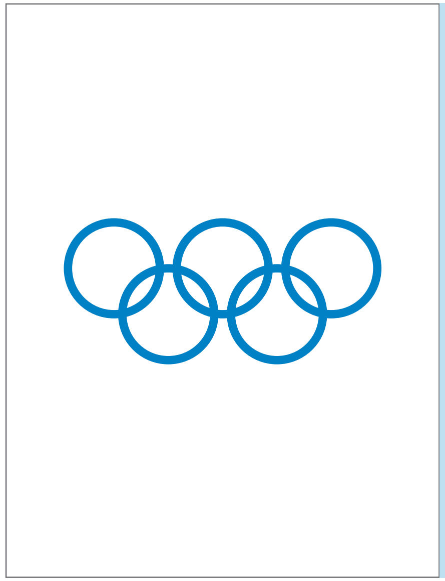
Note: *The IOC reserves the right to decline approval of any colour combination.*

The Olympic Rings

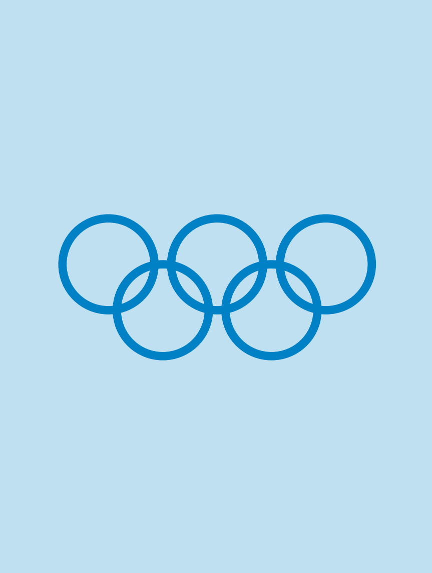
Tone-on-Tone

✓ **Acceptable**

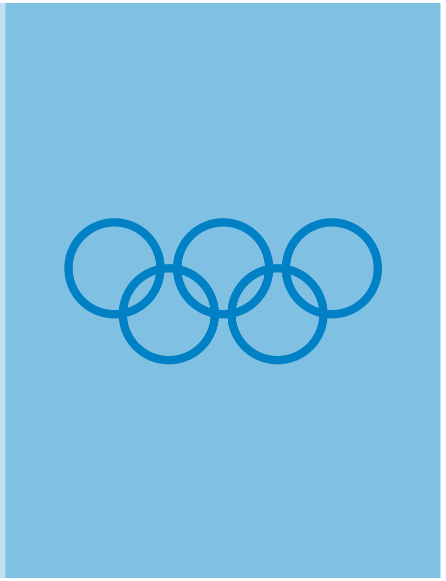
Example: Olympic rings 100% blue, 0% background, 100% contrast.



Example: Olympic rings 100% blue, 25% background, 75% contrast.

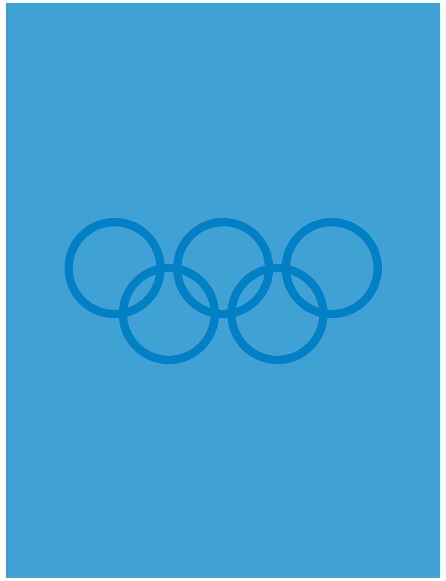


Example: Olympic rings 100% blue, 50% background, 50% contrast.



✗ **Not Acceptable**

Example: Olympic rings 100% blue, 75% background, 25% contrast.



Do not use backgrounds of near equal value to the Olympic rings.

Application

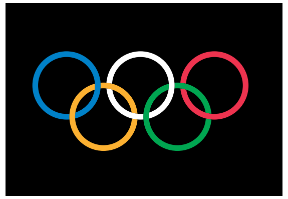
- When the monochrome Olympic rings share the same colour as their background, there must be sufficient contrast — minimum 50% in value
- The only exception to this 50% contrast rule is when the Olympic rings are etched on glass or applied as a watermark on pictures or videos

The Olympic Rings

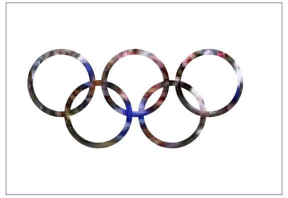
Common Misuses

Not Acceptable

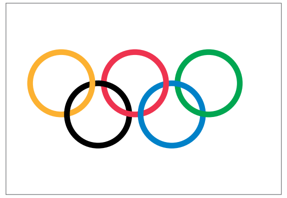
Alterations: The Olympic rings should never be altered in any way, including modifying the official colours or the order of the colours.



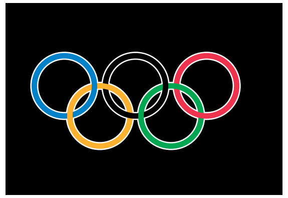
Do not modify colours.



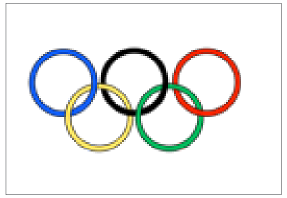
Do not insert imagery.



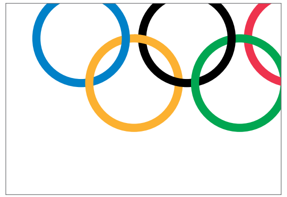
Do not re-order colours.



Do not outline.



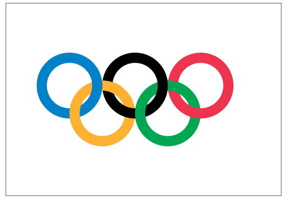
Do not outline.



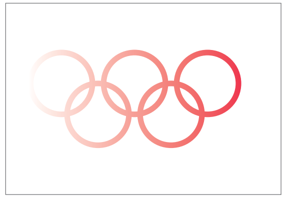
Do not crop.

Not Acceptable

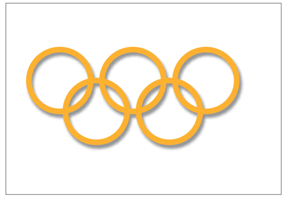
Distortions: The Olympic rings must always be visible in their entirety and should never be distorted in any way.



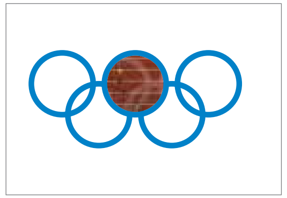
Do not distort width.



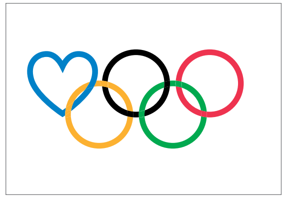
Do not add gradation.



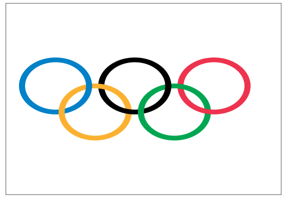
Do not add drop shadow.



Do not insert images.



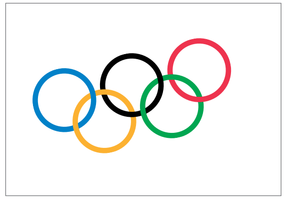
Do not distort the shape of the Olympic rings.



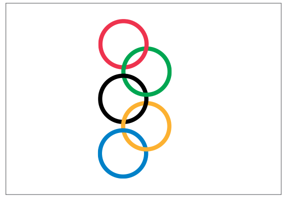
Do not stretch or warp.

Not Acceptable

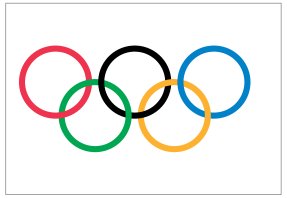
Orientation: The Olympic rings must always be reproduced horizontally, with three rings on top and two on the bottom.



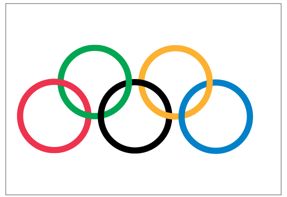
Do not rotate.



Do not rotate.



Do not flip horizontally.



Do not invert.

Note: *The above examples are not exhaustive.*

The Olympic Rings

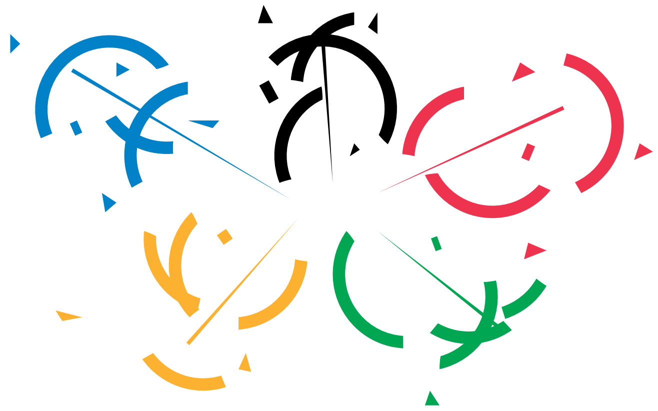
Animation

New

Animation is used in a variety of on-screen applications.

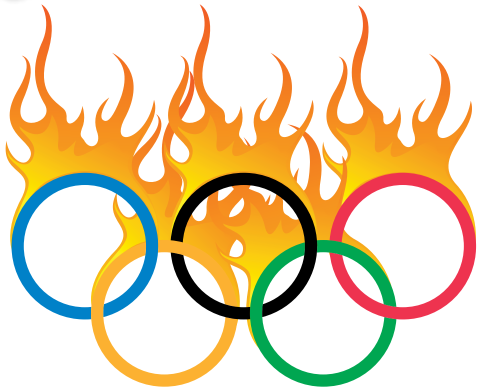
- Representation of the Olympic rings in an animation must always respect the form, colour, background, isolation area and size guidelines
- If an animation is used beginning with rings that are separated, once they come together they must be in their original form and must not separate again
- Similarly, 3D animations are allowed, as long as, by the end of the animation, the Olympic rings resolve to the front-facing interlaced form, respecting the original proportion and do not separate again
- To respect the integrity of the Olympic symbol, the Olympic rings cannot be part of an animation which involves objects and/or people transforming into the rings and/or vice versa

☒ **Not Acceptable**



Animations where the rings appear to explode.

☒ **Not Acceptable**



Animations with any visual effects such as fire or sunbeams.

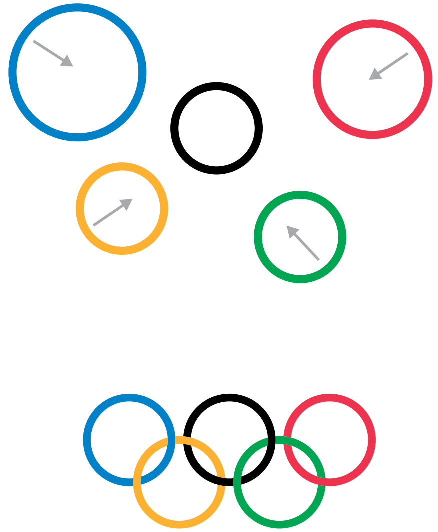
Note: *The Olympic rings may not appear with added tones, textures or highlights.*

The Olympic Rings

Animation (Continued)

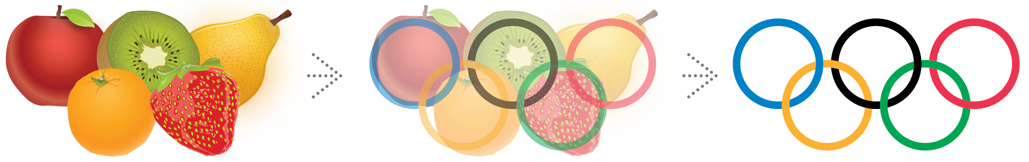
New

✓ **Acceptable**



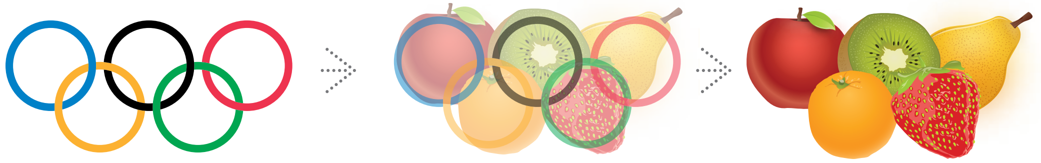
In this instance, the animation must start with the rings separated. Once together, they cannot be separated again.

✗ **Not Acceptable**



A group of shapes/persons/products transforming into the rings is not allowed.

✗ **Not Acceptable**



Rings transforming into a group of shapes/persons/products is not allowed.

! ***Note:*** *The Olympic rings may not appear with added tones, textures or highlights.*

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

The Olympic Rings
- Balancing Integrity and Pragmatism
- Full Colour Version
- Monochrome Version
- Six Official Colours
- A Unique Design
- Isolation Area/Minimum Size
- Backgrounds
- Tone-on-Tone
- Common Misuses
- Animation
- **Embossing**
- Embroidery
- Three-Dimensional

Other Olympic Properties

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

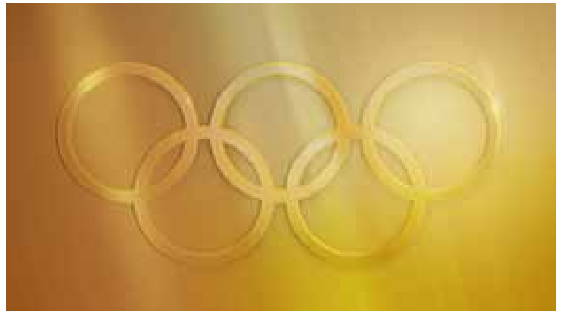
The Olympic Rings

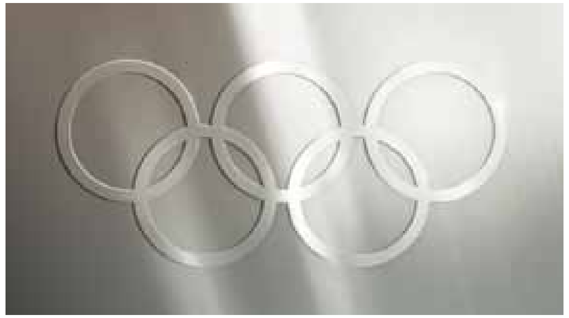
Embossing

In embossing, debossing and stamping, only the monochrome Olympic rings may be used.

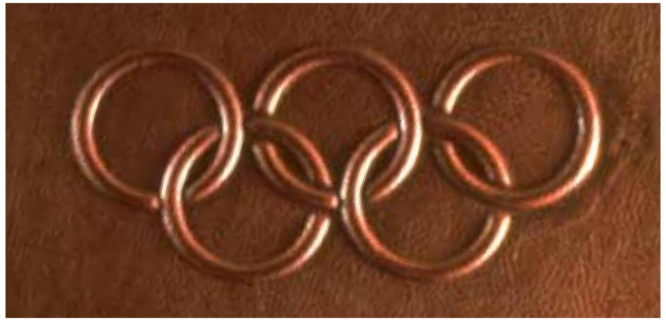
Application
- The raised Olympic rings should have a straight, 90-degree edge and not appear bevelled or rounded
- The embossed Olympic rings should all appear to be on the same plane
- The integrity of the original material upon which the Olympic rings is embossed must be maintained

✓ **Acceptable**


Correct application on metal.


Correct application on metal.

✗ **Not Acceptable**


Do not bevel or round.

Note: *The Olympic rings may not appear to weave over and under one another in embossing applications.*

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

The Olympic Rings
- Balancing Integrity and Pragmatism
- Full Colour Version
- Monochrome Version
- Six Official Colours
- A Unique Design
- Isolation Area/Minimum Size
- Backgrounds
- Tone-on-Tone
- Common Misuses
- Animation
- Embossing
- **Embroidery**
- Three-Dimensional

Other Olympic Properties

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

The Olympic Rings

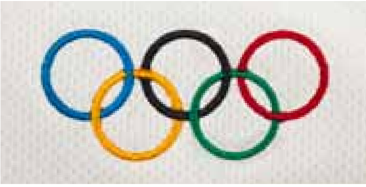
Embroidery

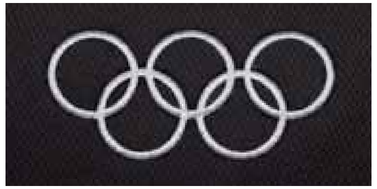
Pantone 3005	**Pantone 137**	**Pantone 426**	**Pantone 355**	**Pantone 192**	**White**
textile 18-4244 tc	textile 14-1159 tc	textile 19-4205 tc	textile 15-5534 tc	textile 18-1726 tc	textile 11-0601 tc
coats 0615	coats 0109	coats 0900	coats 0519	coats 0344	coats 0100
madeira 1297	madeira 1137	madeira 1007	madeira 1051	madeira 1147	madeira 1001
robison anton 2730	robison anton 2409	robison anton 2296	robison anton 6580	robison anton 2378	robison anton 5597
fufu 374	fufu 525	fufu 900	fufu 233	fufu 156	fufu 800

Application

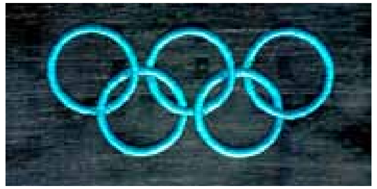
- The full colour Olympic rings may be embroidered only on a white background. For all other background colours, the monochrome version of the Olympic rings in any of the six official colours may be used, as long as the background and tone-on-tone rules are followed
- Embroidered Olympic rings cannot appear with an outline
- Tone-on-tone combinations are allowed on approved, solid-colour backgrounds
- The minimum size for embroidery is 50mm wide, while the minimum size for patches is 20mm wide. Due to variations in fabric thickness and texture, the embroidery quality may vary, resulting in the need to increase the minimum size of the rings to ensure the correct proportions. A production sample should always be reviewed against the official Olympic rings artwork

✓ **Acceptable**

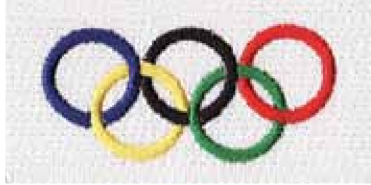




✗ **Not Acceptable**



This is not one of the six official Olympic colours.



Rings cannot be thickened.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

The Olympic Rings
Balancing Integrity and Pragmatism
Full Colour Version
Monochrome Version
Six Official Colours
A Unique Design
Isolation Area/Minimum Size
Backgrounds
Tone-on-Tone
Common Misuses
Animation
Embossing
Embroidery
Three-Dimensional
Other Olympic Properties

SECTION 4
Overarching Principles

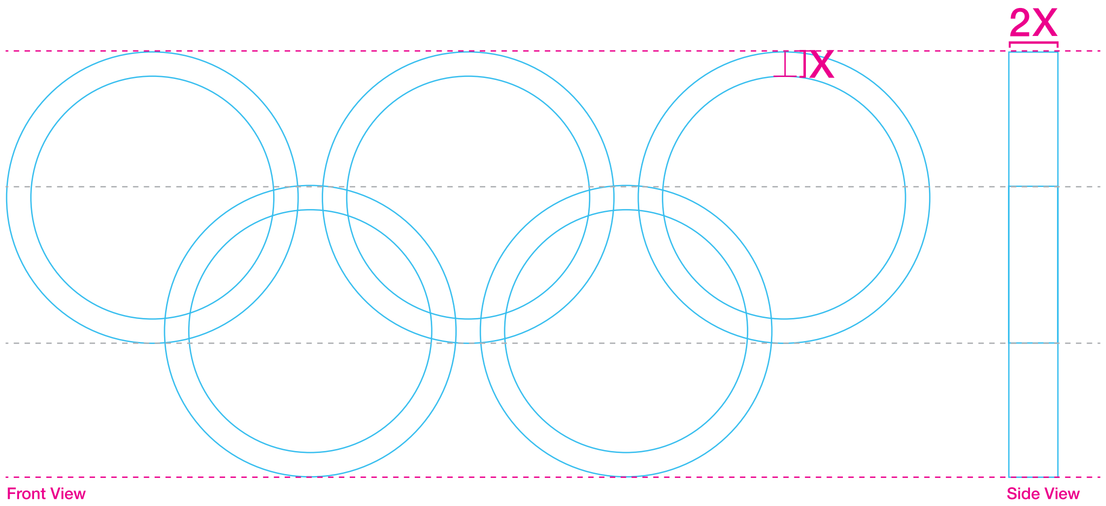
SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

The Olympic Rings

Three-Dimensional



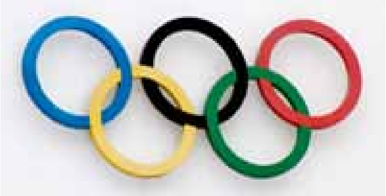
These guidelines apply to tangible applications of the Olympic symbol within the Partner's composite or standalone logo. Three-dimensional applications of the composite logo can be achieved through the use of a wide range of materials and sizes.

Application

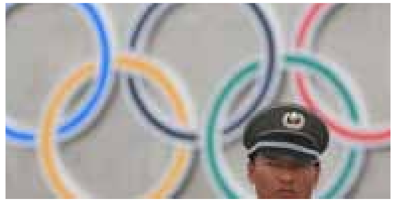
- The artwork must be used to maintain the integrity of the rings
- The depth of the Olympic rings should not exceed two times the width of one of the rings. The Olympic rings' emboss or deboss should have a square, 90-degree edge and never appear rounded
- Three-dimensional Olympic rings may be used in full-colour and monochrome colour variations
- Full-colour, three-dimensional rings must appear only on a non-transparent background (i.e. they should be visible only from the front and sides). If the Olympic rings are visible from the front and back, they must be monochrome

For digital applications, please refer to the Animation section.

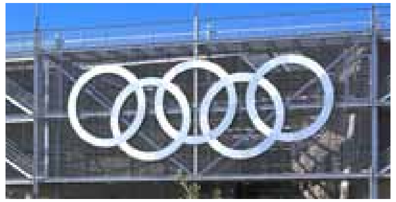
Acceptable



Not Acceptable



Do not outline.



Do not reconfigure.

Other Olympic Properties

Olympic Photographs and Footage

The Olympic archive contains more than one hundred years of Olympic Games history, including photos, audiovisual material and objects from The Olympic Museum's collections.

Through the Olympic Multimedia Library, a service on the IOC Partner Extranet, Broadcast Partners can directly access not only sporting images, but also exclusive content from behind the scenes, operations, interviews, Look of the Games and much more.

Broadcast Partners are encouraged to take full advantage of this unique content according to their respective agreements with the IOC.

For more detailed principles on how Broadcast Partners may use Olympic images, please refer to Use of Olympic photographs and footage.

Other Olympic Properties

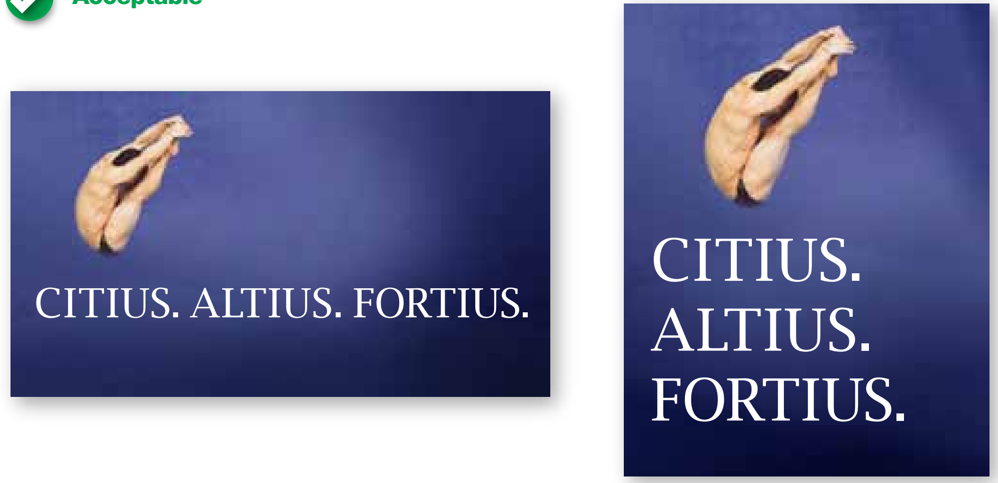
Olympic Motto

The Olympic motto “Citius. Altius. Fortius.” expresses the aspiration of athletes in the Olympic Movement.

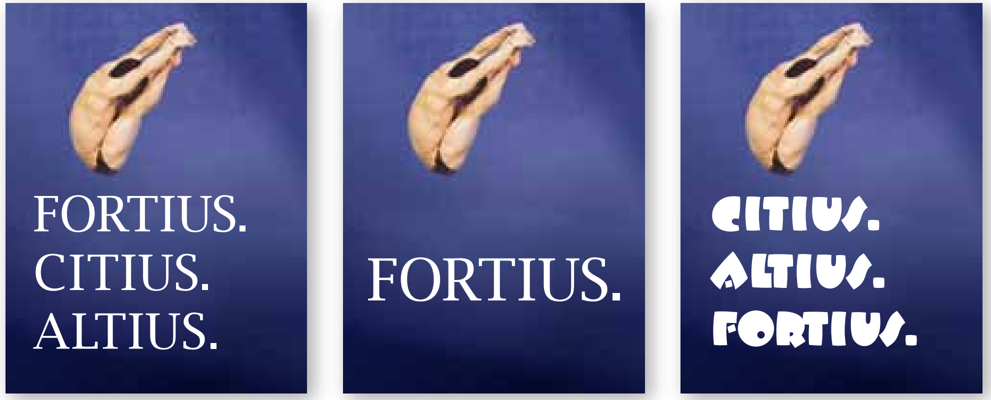
Application

- The Olympic motto must be used only in a manner that appropriately reflects its meaning and upholds its integrity
- The motto must be used in its entirety, in the correct order and not separated
- In animations, the motto must always resolve as the complete phrase
- The motto may appear in the Partners’ brand typeface, provided that it does not detract from the spirit of the words and is readable

✓ **Acceptable**



✗ **Not Acceptable**



Other Olympic Properties

Olympic Flag Images

*"The Olympic flag has a white background with no border. In its centre is located the Olympic symbol in its five colours." **

**Olympic Charter, Rule 9*

There is a significant amount of protocol around the flag's use, especially during the Olympic Games Opening and Closing Ceremonies.

Application
When using images of the Olympic flag in broadcast promotion materials, Broadcast Partners must ensure that:

- It is used only in a manner that appropriately reflects its meaning and upholds its integrity
- No elements (e.g. pictures or text) are superimposed
- It is featured in its entirety

Note: *Use of the official Olympic flag is limited to the IOC.*

Other Olympic Properties

Olympic Flame/Cauldron Images

The Olympic flame-lighting ceremony dates back to the time of the Ancient Greeks, who used a flame kindled by the sun's rays at an altar in Olympia, Greece, the site of the original Olympic Games. The Olympic flame is used to light the Olympic cauldron in the main Olympic stadium and is extinguished during the Closing Ceremony as the Olympic flag is lowered to the ground.

Application

- Imagery of the Olympic flame or cauldron may be used by Broadcast Partners in the promotion of the Olympic torch relay (OTR) broadcast and/or Olympic Games promotion broadcast, as permitted within the terms of the RHB agreement
- The use of this imagery must not convey the message that the Broadcast Partner is/was an official broadcaster of any past or future OTRs and/or past and/or future editions of the Olympic Games if they were/are not
- Applications of the Olympic cauldron and Olympic flame must be used only in a manner that appropriately reflects their meaning and upholds their integrity
- Broadcast Partners may not recreate the lighting ceremony
- If Broadcast Partners recreate a cauldron, it cannot be confused with a torch

Other Olympic Properties

Olympic Games Medals

The Olympic Games medals, award ceremony and podium symbolise the pinnacle of athletic achievement at the Olympic Games. As such, all applications in activations by Broadcast Partners must respect this achievement. Activations featuring any of these elements should be viewed in light of these guidelines and should in no way confuse the viewer into believing that they are seeing an official Olympic medal, award ceremony or podium.

Other Olympic Properties

Olympic Games Medals (Continued)

Application

Use of Olympic Games medals
Olympic Games medals in activations are permitted only when the athlete featured wearing or holding that medal has actually won that medal.

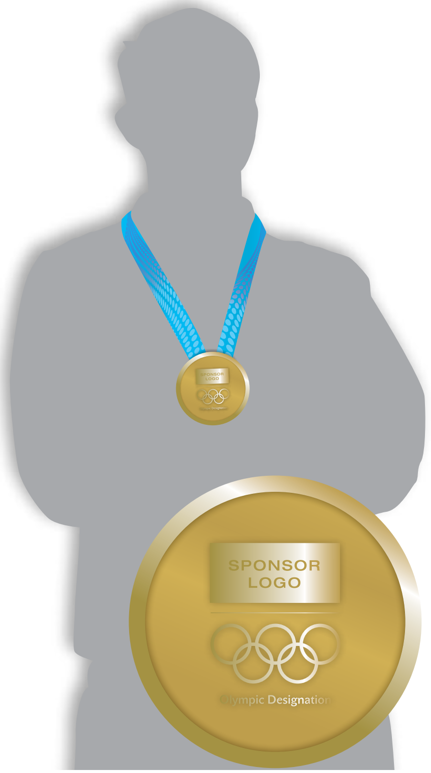
Use of generic medals as premiums
Medals may not be awarded in a Broadcast Partner’s activation/promotion as a consumer premium. Broadcast Partners may create medals for internal incentive programmes only, subject to the following:

- They are not a replica of any official Olympic Games medal(s)
- They are not made of valuable metal (e.g. gold, silver or bronze)
- Their design includes the Partner composite logo or corporate logo

Use of generic medal images
Broadcast Partners are permitted to use generically designed medals in their activations provided:

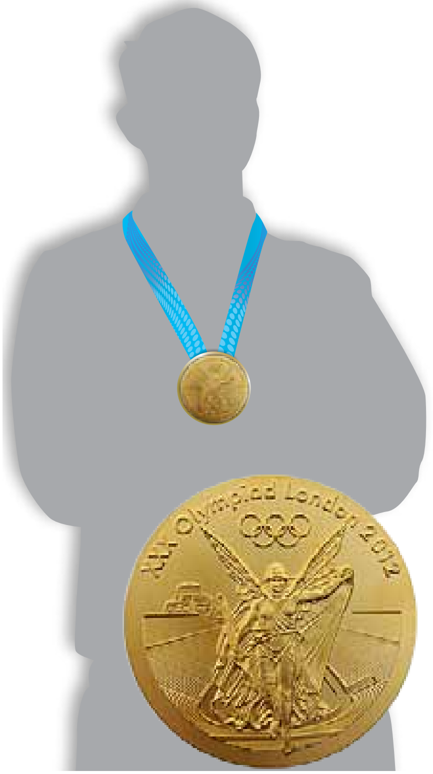
- These are not misrepresented to be actual Olympic medals and are not replicas of official Olympic medals
- The Broadcast Partner composite logo or corporate logo appears on the medal

✓ **Acceptable**



A generic medal with the Broadcast Partner's composite logo is allowed.

✗ **Not Acceptable**



A replica of an official Olympic Games medal is not allowed.

Other Olympic Properties

Olympic Award Ceremonies and Podium

Promotions featuring an award ceremony and/or podium elements should in no way convince viewers into believing that they are seeing an official Olympic award ceremony or podium.

Use of a podium or creation of an award ceremony setting
When including a podium in an activation, Broadcast Partners must follow these guidelines:

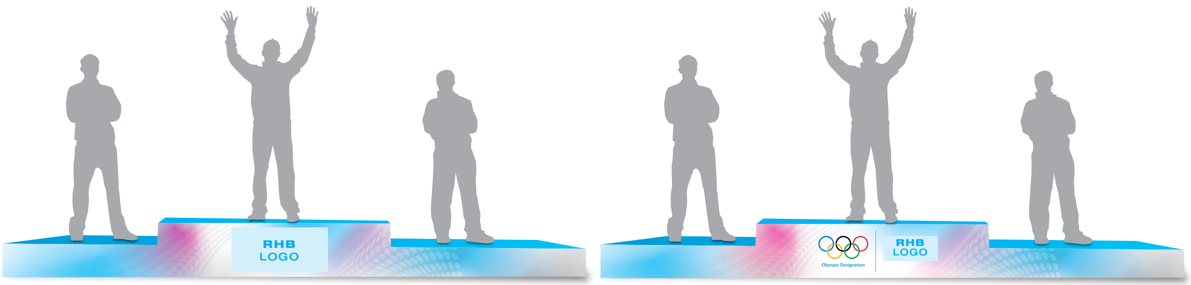
- Its design must be generic (e.g. it cannot contain any Olympic Look of the Games elements or the Olympic rings and Games marks on their own)
- Its design must bear either the Broadcast Partner composite logo or the corporate/brand logo (a standalone logo cannot be used)

Use of a podium at a non-Olympic-themed event

- If an actual podium is used at a non-Olympic event such as a grass root or other type of Olympic-themed event, no Olympic properties may appear on the podium or in the immediate surroundings

Use of a podium in an Olympic-themed event/activation:

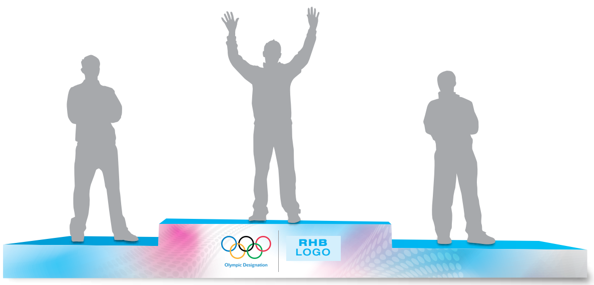
✓ **Acceptable**



A corporate brand or an Olympic composite logo must always appear on the podium featured in an Olympic-themed activation/event.

Use of a podium at a non-Olympic-themed event:

✗ **Not Acceptable**



At a non-Olympic-themed activation/event, Olympic marks cannot appear on the podium or in the immediate surroundings.

Other Olympic Properties

OCOG Properties

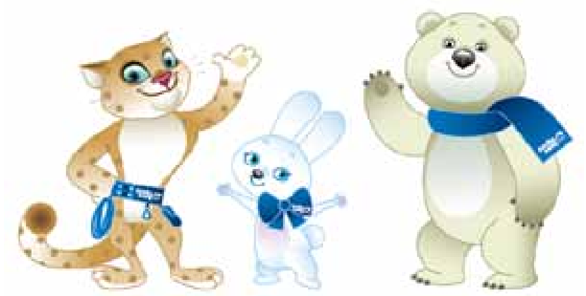
For each edition of the Olympic Games, the OCOG (Organising Committee of the Olympic Games) designs a brand image and identity system, including an emblem, mascots and sports pictograms, in accordance with the IOC principles.

Application

- Broadcast Partners have the right to use OCOG marks, in accordance with each OCOGs brand guidelines and the rights granted through their agreement with the IOC
- Similarly, the appropriate Olympic designation must be used with the OCOG marks, according to the rights granted to the Broadcast Partner

Broadcast Partners may use other OCOG properties such as the Olympic torch relay, the Cultural Olympiad etc, as permitted within the terms of the RHB agreement and other brand guidelines.

sochi.ru 2014



Rio2016

Remember: *Refer to each OCOGs brand image and identity documents for usage principles.*

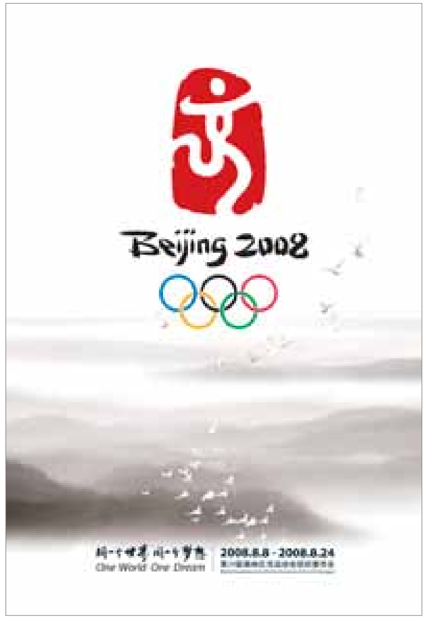
Other Olympic Properties

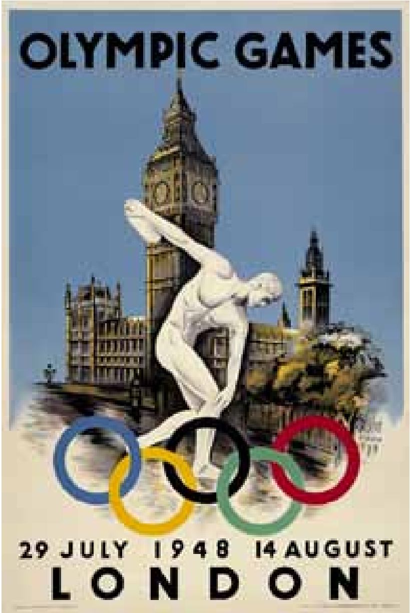
Historical OCOG Properties

In promotions, Broadcast Partners may use properties from past Olympic Games, including posters, emblems, mascots and sports pictograms.

Application

- These properties must be used in conjunction with the Broadcast Partner's composite logo
- Broadcast Partners may use past OCOG properties, provided that such use does not convey that they were a Partner of such past Olympic Games editions if they were not. In these cases, a mention such as, "Official Broadcaster since xxx" should be included
- The Broadcast Partner's composite logo shall be present in any activation featuring historical OCOG properties
- If it is not clear which Olympic Games edition the past OCOG properties relate to, the year and date of that Olympic Games edition should be included in the activation
- No alterations of OCOG marks are allowed





Note: *Please submit any concepts using historical OCOG marks to the IOC.*

Other Olympic Properties

The Word "Olympic"

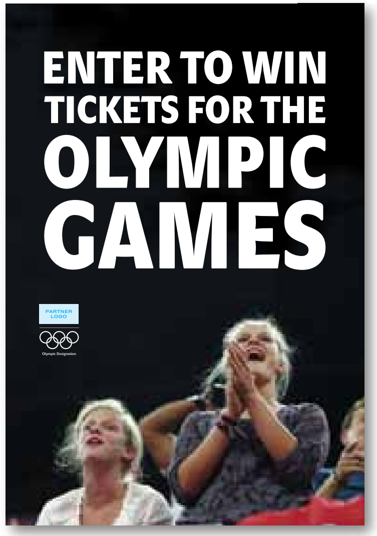
New

To maintain its universal meaning and integrity, the word "Olympic" should not be used as a generic adjective, but only to describe aspects of the Olympic Games.

Application

- Broadcast Partners may use "Olympic" as an adjective when referring to wording/content that is clearly related to Olympism, the Olympic Movement or the Olympic Games. Please refer to the Olympic terminology and Glossary sections for correct execution
- The word "Olympic" cannot be used in order to "olympicise" an event/ broadcast promotion/product that is not related to the Olympic Games. e.g. Olympic coins, Olympic contest, Olympic-sized
- The word "Olympic" cannot be used as an adjective to describe a Broadcast Partner's promotion (including a sporting event) or any ancillary materials such as programmes, premiums or products

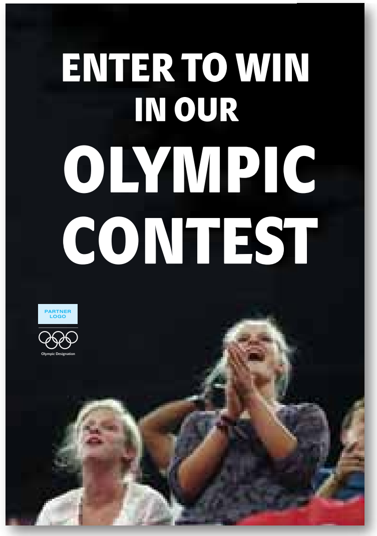
✓ **Acceptable**


ENTER TO WIN TICKETS FOR THE OLYMPIC GAMES
PARTNER LOGO
Olympic Designation

✓ **Acceptable**

- *[RHB] Olympic Games Hat*
- *[RHB/Sochi2014/Rio2016] Olympic Games Facebook page*
- *Olympic athlete*
- *Olympic broadcaster*

✗ **Not Acceptable**



The word "Olympic" cannot be used as an adjective to describe a product or service.

✗ **Not Acceptable**

- *[RHB] Olympic Hat*
- *The Olympic Contest*
- *[RHB] Olympic Promotion*

Other Olympic Properties

Official Terminology

Consistency in the use of the official Olympic terminology is key to preserving the Olympic Movement’s integrity.
For the correct capitalisation of Olympic related terms, please refer to the following list:

the IOC Session
the ancient Olympic Games
the modern Olympic Games
Olympian
Olympiad
Olympic
the Olympic Anthem
the Olympic cauldron
the Olympic Charter
the Olympic Congress
the Olympic Day
the Olympic family
the Olympic flag
the Olympic flame
the Olympic Games
the Olympic motto
the Olympic Movement
the Olympic oath
the Olympic rings
the Olympic spirit
the Olympic stadium
the Olympic symbol
the Olympic torch
the Olympic torch relay
the Olympic Truce
the Olympic Village
the Olympic Winter Games
Olympism
the Opening/Closing Ceremony of the Olympic Games
the Youth Olympic Games
the Winter Youth Olympic Games
the Youth Olympic flame
the Youth Olympic torch
the Youth Olympic torch relay

Other Olympic Properties

Official Terminology (Continued)

Referencing the “Olympic Games”

- The “Olympic Games” consist of the “Games of the Olympiad” and the “Olympic Winter Games”
- The other correct ways to refer to the Olympic Games are:
  - Games of the [number expressed in Roman numerals] Olympiad
  - [city + year] Olympic Games
  - [number expressed in Roman numerals] Olympic Winter Games
  - [city + year] Olympic Winter Games
- The primary identification of the event is the English [city + year] version. Therefore, when used to refer to the event identification in other languages, the reference [city + year] must be in English, e.g. “Welcome to Rio 2016” or “Bienvenue à Rio 2016”
- When “city” and “year” are used in an editorial manner, even if the whole sentence refers to the Olympic Games, the city name may be used in other languages

Examples

✓ **Acceptable**	✗ **Not Acceptable**
Rio 2016:	**Rio 2016:**
“Games of the XXXI Olympiad”	*“Olympic Summer Games”*
“Rio 2016 Olympic Games”	*“Summer Games”*
“Rio 2016”	*“Summer Olympics”*
Sochi 2014:	**Sochi 2014:**
“XXII Olympic Winter Games”	*“Sochi Winter Olympic Games”*
“Sochi 2014 Olympic Winter Games”	
“Sochi 2014”	

Other Olympic Properties

Official Terminology (Continued)

Referencing “The Olympics” & “The Winter Olympics”
These terms may only be used in English. Equivalent translations in other languages (e.g. Los Olímpicos) are not allowed and only official terminology should be used (i.e. Juegos Olimpicos).

Below are the conditions for using the term “The Olympics”:

- As a general rule, the abbreviated term “The Olympics” should always be accompanied by at least one occurrence of any of the official terminology (“Olympic Games,” “Sochi 2014 Olympic Winter Games,” etc.)
- The term “The Olympics” must be used as a block and not “Olympics” alone. The only exception is for URL references. In this case, Partners are allowed to use “olympics”. E.g. www.RHB.com/olympics
- When the reference is to the Olympic Winter Games, the correct term will be “The Winter Olympics”
- The reference to the “The Olympics” should be made with a capital “T” rather than a lowercase, unless part of a text. e.g. press release or article
- Possessive use such as “My Olympics”, “My Olympic Games” or “Your Olympics,” is not permitted
- Distracting and/or illegible typefaces should be avoided

Other Olympic Properties

Official Terminology (Continued)

Referencing “The Youth Olympic Games”

- The “Youth Olympic Games” consist of the “Summer Youth Olympic Games” and the “Winter Youth Olympic Games”
- The other correct ways to refer to the Youth Olympic Games are:
  - — [number expressed in Arabic numerals] Summer Youth Olympic Games
  - — [city + year] Summer Youth Olympic Games
  - — [number expressed in Arabic numerals] Winter Youth Olympic Games
  - — [city + year] Winter Youth Olympic Games
- The primary identification of the event is the English [city + year] version. Therefore, when used to refer to the event, the reference [city + year] must always be in English, e.g. “Welcome to Nanjing 2014” or “Bienvenue à Nanjing 2014”
- When “city” and “year” are used in an editorial manner, even if the whole sentence refers to the Youth Olympic Games, the city name may be used in other languages
- The use of the acronym “YOG” is not permitted for referencing the Youth Olympic Games
- Do not use the term “Olympics” in the context of the Youth Olympic Games

Examples

✓ **Acceptable**	✗ **Not Acceptable**
Nanjing 2014:	**Nanjing 2014:**
“2nd Summer Youth Olympic Games” *“Nanjing 2014 Summer Youth Olympic Games”* *“Nanjing 2014”*	*“Youth Olympics”* *“Summer Youth Olympics”* *“Nanjing Youth Olympic Games”* *“Nanjing YOG”* *“Nanjing Olympics”*
Lillehammer 2016:	**Lillehammer 2016:**
“2nd Lillehammer Winter Youth Olympic Games” *“Lillehammer 2016 Youth Olympic Games”* *“Lillehammer 2016 Winter Youth Olympic Games”*	*“Youth Olympic Winter Games”* *“Winter Youth Games”* *“Lillehammer Youth Olympic Winter Games”*

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4

Overarching Principles

This sections reviews the key principles that Broadcast Partners need to follow in all activations on all platforms when using the Olympic brand assets.

Activation Principles
Tone of Messaging
Composite Logo
Olympic Bug
Activations Through a Third Party
Activations Featuring Athletes
Use of OCOG and Corporate Mascots
Use of Sports Not on the Olympic Programme and Bid/Candidate Cities
Use of Sports Venues and Field of Play
Use of Countdown Clocks
Use of Olympic Photographs and Footage
Recognition for Official Timing and Data Partner

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

London 2012
KOREA

Activation Principles

Please ensure that the following principles are followed in any Olympic-themed activations.

① **Promotion within broadcast rights**

Use of Olympic properties is limited to internal and external communications and activations related to the promotion of the Olympic Games broadcast, in accordance with the terms set forth in each RHB Agreement.

② **Third Parties**

Third Parties may not gain any association with the Olympic Games, and activations may not prominently feature any Third Party brands or references. Please refer to the “Activations through a Third Party” for more details.

③ **Clearance of rights**

Broadcast Partners are responsible for clearing any image or intellectual property and individual rights (e.g. athletes, music, etc.) for all materials used in their broadcast promotion.

④ **No Endorsement**

An RHB may not represent or suggest any endorsement relationship with the Olympic Parties. To avoid any misinterpretation, words such as: “chosen by”, “selected by”, or “endorsed by” the Olympic Parties should not be used when describing the companies’ services in Olympic-themed activations.

⑤ **Timing**

The IOC has developed additional guidance for activations taking place during the period of the Olympic Games. The implications of these guidelines must be considered when building activations that will extend into and/or for this period.

⑥ **Obligation to Submit for Approval**

Broadcast Partners have the contractual obligation to submit for approval in a timely manner all materials that use Olympic properties. For details on how to submit, please refer to Section 7

New

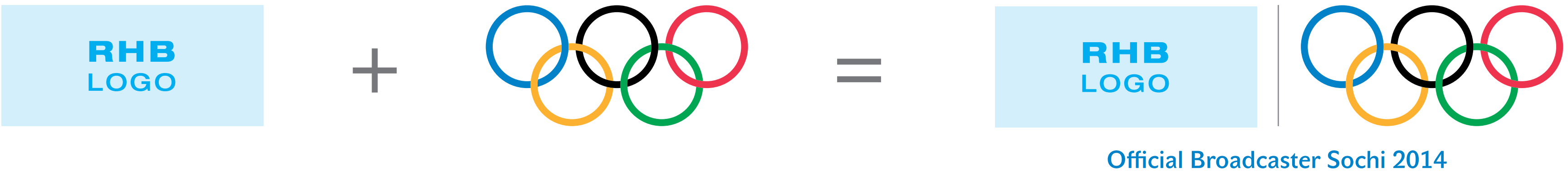
Tone of Messaging

Tone of messaging is an integral part of Olympic-themed activations/promotions and should be considered in order to uphold the integrity of the Olympic brand. Always keep in mind the principles listed below when developing broadcast promotions and activation programmes.

- **Optimistic**—In keeping with the spirit of the Olympic Movement, messaging should always be positive, never sarcastic, ironic or degrading
- **Respectful**—Whilst communicating in a contemporary and relevant manner, Olympic messaging should remain respectful of the Olympic Movement's history and heritage
- **Humor**—Humorous messages are welcome, but should never trivialise the Olympic brand, Olympic Games or athletes
- **Non-discriminatory**—In line with the Fundamental Principles of the Olympic Charter, messaging should always be free of any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise

Composite Logo

A composite logo is a visual representation of an RHB's relationship with an Olympic party. It is a two-part design, one belonging to the Broadcast Partner and the other to the Olympic party represented. We encourage Broadcast Partners' creativity and innovation in developing a composite logo, but it is key that the composite logo represents two separate entities, and in no way looks like an altogether new emblem.



Remember: *Use of a composite is subject to contractual rights, so please refer to your agreement to know whether you can create a composite logo, and with which Olympic marks (e.g. Olympic rings, or OCOG emblem, or either/or).*

Composite Logo

The Four Elements

Principles

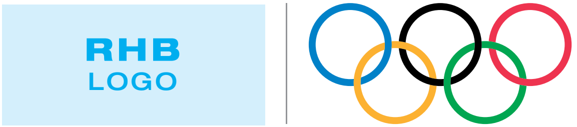
A composite logo contains four elements:

1. The Broadcast Partner corporate/channel logo or contractually granted brand name or trademarked product name
2. A contractually granted Olympic designation (e.g. "Official Broadcaster")
3. A contractually granted Olympic mark (e.g. Olympic symbol, OCOG emblem)
4. A clear separation between the Olympic mark and the corporate logo, such as a line or a clear space

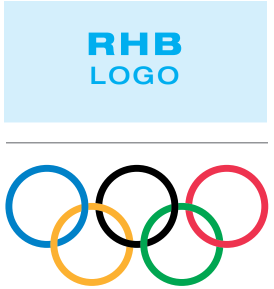
Application

- The Olympic mark and the Broadcast Partner corporate logo should be sized to create a visually equal relationship (50:50)
- Any relevant territory-specific trademark notices must be included
- The appropriate Olympic designation must be used depending on the Olympic mark used and on the granted rights
- The composite logo cannot be used to form a part of any other logo or mark
- On small applications such as pins or network bugs, the designation is not mandatory

Generic Corporate Composite Logo

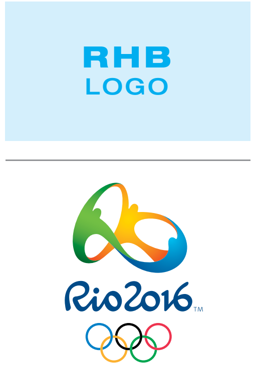


Official Broadcaster Sochi 2014

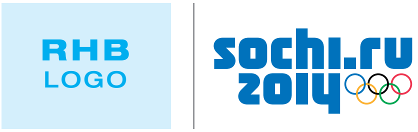


Official Broadcaster
Sochi 2014

Generic Games-Specific Composite Logo



Official Broadcaster



Official Broadcaster

Note: *Broadcast Partners may use a composite logo with a designation in two languages*

Composite Logo

Vertical and Horizontal Format

Principles

Standard Vertical Composite Logos

- Centre-align the Broadcast Partner logo above the Olympic mark; bottom align it to the clear space above the Olympic mark
- Add an Olympic designation below the Broadcast Partner logo and Olympic mark, centre aligned beneath both logos
- Align the cap height (the top edge of capitalised letters) with the bottom of the clear space

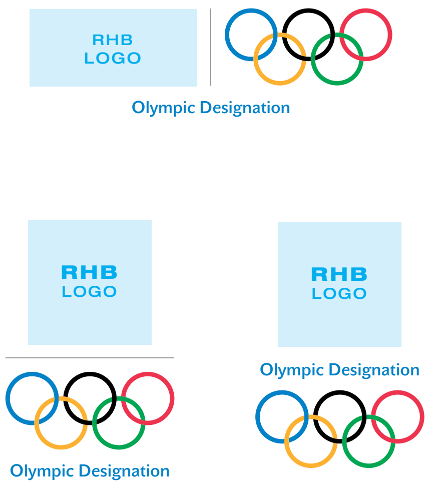
Standard Horizontal Composite Logos

- The Broadcast Partner logo should be right aligned to the clear space on the left side of the Olympic mark, and should be centre aligned horizontally to the Olympic mark

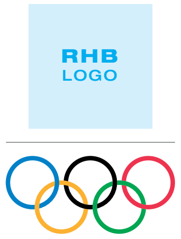
Application

- Broadcast Partners may choose to place the various elements of their composite logo in a different order, as long as the four elements are present

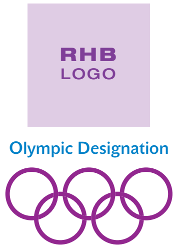
✓ **Acceptable**



☒ **Not Acceptable**



The granted Olympic Designation must be present at all times.



The Olympic rings cannot be changed into the Broadcast Partner's colour(s).

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

Activation Principles
Tone of Messaging
Composite Logo
  The Four Elements
  Vertical and Horizontal Format
  Standalone Logos
  Olympic Designation
Olympic Bug
Activations Through a Third Party
Activations Featuring Athletes
Use of OCOG and Corporate Mascots
Use of Sports Not on the Olympic Programme and Bid/Candidate
Use of Sports Venues and Field of Play
Use of Countdown Clocks
Use of Olympic Photographs and Footage
Recognition for Official Timing and Data Partner

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

Composite Logo

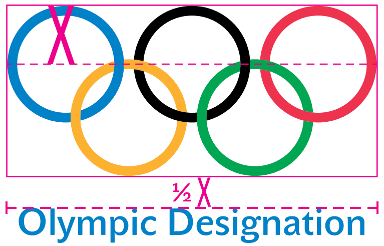
Standalone Logos

A standalone logo is another representation of the Partner's relationship with the Olympic parties, and subject to the specific rights of the agreement.

Principles

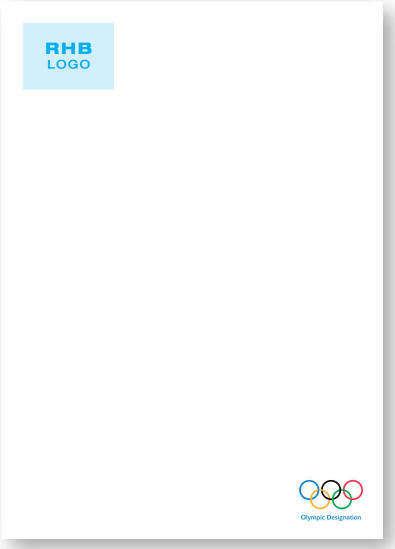
A standalone logo contains two elements:

- A contractually granted Olympic mark (e.g. Olympic symbol or an OCOG emblem)
- A contractually granted Olympic designation just beneath it

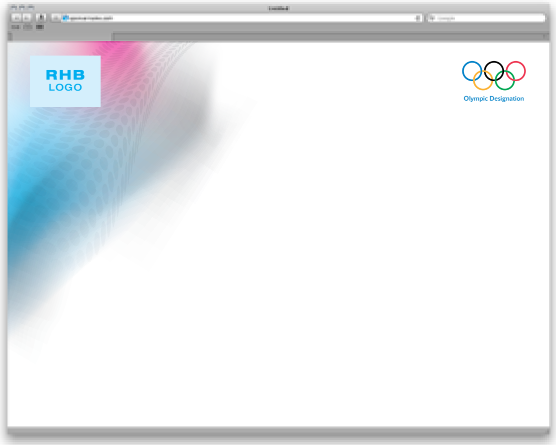


Application

- The Broadcast Partner corporate logo/brand must also appear elsewhere within the same application (e.g. the company logo and standalone logo must appear on the same packaging/promotional panel, on the same page, etc.)
- The Broadcast Partner corporate logo must be the same size or larger than the standalone logo
- There must be sufficient clear space surrounding the Olympic mark to maintain its prominence when reproduced with other graphic and text materials
- A standalone logo may not be used in a Broadcast Partner's promotion through a Third Party



Example of a letterhead design with a standalone logo.



Example of a website page with a standalone logo.

Composite Logo

Olympic Designation

An Olympic designation is a textual or audio representation of an association, connection or other link with the Olympic Games, the Olympic Movement or any Olympic party, as contractually agreed. Please refer to your specific agreement for any pre-approved Olympic designations.

The following are some standard Olympic designations that can be submitted to the IOC for approval:

Examples for Gatekeepers:

“[The] Official Broadcaster” or
“Official Broadcaster – [city+ year]”

“[The] Olympic Broadcaster” or
“Olympic Broadcaster – [city+ year]”

“[Country’s] Olympic Network” or
“[Country’s] Olympic Network – [city+ year]”

Examples for non-Gatekeepers and subject to IOC agreement:

“Official [Platform] Broadcaster”
“Official Broadcaster”

Examples for sublicencee and subject to Lincensor agreement:

“Official [Platform] Broadcaster”
“Official Broadcaster”

Application

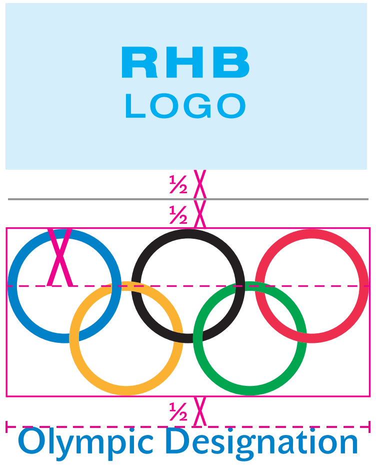
- As one of the core elements of the composite and standalone logo, the Olympic designation must be integrated into its design
- The Broadcast Partner composite logo and its Olympic designation is required on all platforms, including print, digital, TV and audio whenever an Olympic property is used
- The Broadcast Partner composite logo and its Olympic designation must always be clearly visible and legible. Any colour is allowed as long as it is legible
- When used in an audio context, the Olympic designation must always be clearly audible and comprehensible
- Where Olympic designations are translated into languages other than English, the translation must be accurate and correctly reflect the meaning of the original Olympic designation
- For those Olympic designations containing [City + Year], the [City + Year] reference must always be in English, for example “Sochi 2014,” and not “Sotchi 2014”
- Should the Broadcast Partner wish to include the city name in a different language, it can do so in an editorial matter. Example: « Gagnez un voyage aux Jeux Olympiques d’hiver de 2014 à Sotchi » (French) – which translates as “Win a trip to the Olympic Winter Games in Sochi in 2014”

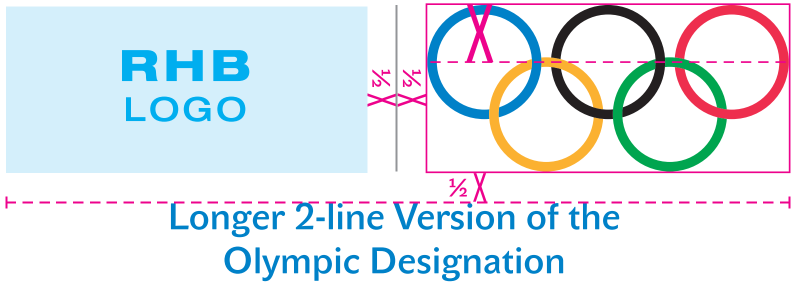
Composite Logo

Olympic Designation (Continued)

Spacing and minimum size

- To ensure balance, we advise that the cap height (the top edge of capitalised letters) is aligned with the bottom of the clear space
- On the vertical composite logo, ensure the Olympic designation is no wider than the Olympic mark. Break the text into multiple lines as needed
- On the horizontal composite logo, make the Olympic designation no wider than the entire composite logo. Break the Olympic designation into multiple lines if needed





New

Olympic Bug

Principles

- Olympic Bugs are created for the promotion of the respective Games broadcast on broadcast platforms and can be used on both sport and non-sport related programmes
- Olympic bugs cannot be superimposed on programmes that are inconsistent with the Olympic Brand, the ideals of the Olympic movement and the Olympic Charter
- Olympic bugs can only appear in the territory for which the Broadcast Partner has acquired rights, only for the period of respective rights agreement and as per approval granted by the IOC

Application

- Olympic bugs can only be used on the main channel(s) that will be broadcasting the Olympic Games
- Olympic bugs can appear in prime time programming, subject to IOC approval
- Olympic bugs can appear only on sports programmes which are part of the Olympic programme, subject to IOC approval
- Olympic bugs cannot appear during commercial breaks or news
- Olympic Bugs must not create any association with a specific programme
- No specific programme(s) should have an Olympic bug embedded in order to avoid any association/endorsement by the Olympic parties, or to have any occurrence of rebroadcast of programme on another channel/territory with the bug
- The Olympic bugs cannot be associated with a Third Party product or service
- The Broadcast Partner official Olympic designation is not mandatory on Olympic bugs, but usage description should be detailed in the approval submission

Activations Through a Third Party

The Olympic parties consider a *Third Party* to be any entity which is not an Olympic Partner.

Principles
Activations conducted by a Broadcast Partner through a Third Party must adhere to the following conditions:

- The Third Party is not a competitor to any Olympic Partner (TOP, OCOG Partner and NOC Partner) in the territory in which the promotion takes place
- The promotion is executed through the Broadcast Partner's normal and customary channels
- The broadcast promotion is run by, positioned as and is clearly perceived as being led by the Broadcast Partner
- The Third Party must not gain any association to the Olympic parties, i.e. the activation is only made available or communicated through the channel or platform of the Third Party
- It must relate to the Broadcast Partner's rights only

Activations Through a Third Party

Application

Application
Broadcast Partners must ensure that the use of any trademarks, logos, symbols or trade names of any Third Party ("Third Party marks") together with the Olympic marks on any materials used as a part of the promotion complies with the following:

- The Third Party marks must be clearly separated from any Olympic marks or any Olympic-related terminology
- The Third Party marks, or combined Third Party marks, must be less prominent than the Olympic marks. As a ratio indication, the size of the Third Party marks or combined Third Party marks should be no greater than approximately two-thirds the size of the Olympic mark
- The Broadcast Partner's composite logo must be used, and not a standalone logo
- The Third Party marks must be shown with an appropriate qualifier, such as "available at..." or "go to… for more information"
- The Broadcast Partner must always be mentioned before the Third Party
- Activations must be finite in duration. Any proposed activation that does not have a completion date will not be approved

Activations Through a Third Party

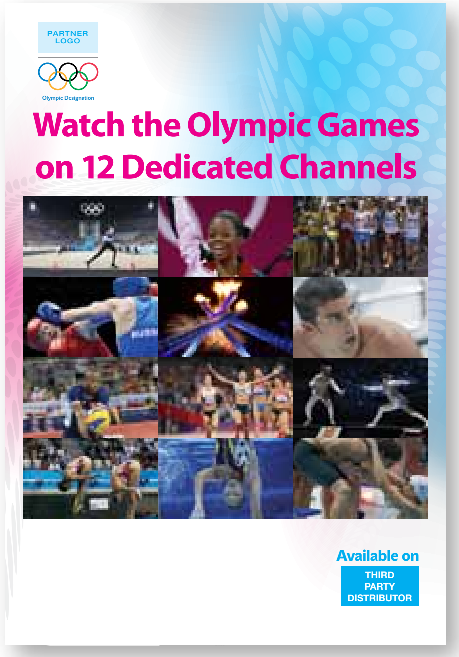
Distribution

Promotion of a Broadcast Partner's Olympic Games Broadcast on a Third Party platform

Should a Broadcast Partner wish to conduct a distribution deal as part of its Olympic Games Broadcast, please follow the principles of "Activations through a Third Party" in all cases, as well as the principles below.

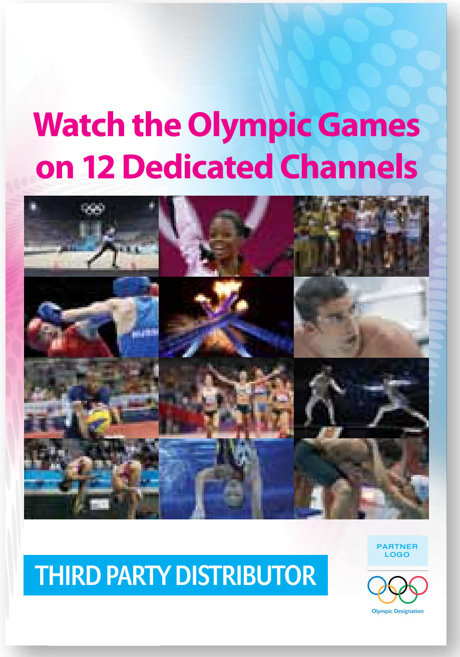
- The Broadcast Partner must be clearly positioned as the Official Broadcaster, with any references to the Third Party distributor secondary to the Broadcast Partner's
- References to a distributor/other channel must include a qualifier such as "available on," e.g. "Watch [Broadcast Partner's] Broadcast of the Olympic Games, available on xx distributor"
- Any promotions or communications must be clearly led by the Broadcast Partner, both in copy and in overall look and feel. Any Third Party references must be factual and comply with the above guidelines

✓ **Acceptable**


PARTNER LOGO
Olympic Designation
Watch the Olympic Games on 12 Dedicated Channels
Available on
THIRD PARTY DISTRIBUTOR

The promotion is clearly led by the Broadcast Partner with the Partner look and feel. The Third Party mark, less prominent, is accompanied by a qualifier.

✗ **Not Acceptable**


Watch the Olympic Games on 12 Dedicated Channels
THIRD PARTY DISTRIBUTOR
PARTNER LOGO
Olympic Designation

The Third Party branding is too prominent and there is no clear ownership of the promotion. The Third Party logo is also too close to the composite logo.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

Activation Principles
Tone of Messaging
Composite Logo
Olympic Bug
Activations Through a Third Party
  Application
  Distribution
  Cause-Related Programme
Activations Featuring Athletes
Use of OCOG and Corporate Mascots
Use of Sports Not on the Olympic Programme and Bid/Candidate Cities
Use of Sports Venues and Field of Play
Use of Countdown Clocks
Use of Olympic Photographs and Footage
Recognition for Official Timing and Data Partner

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

Activations Through a Third Party

Cause-Related Programme

Broadcast Partners must consult with the IOC and/or the OCOG and/or the USOC, as applicable, before activating any cause-related programme where any Olympic Properties will be used.

The approval of these programmes will be assessed on the following criteria:

- These programmes must be aligned with the values of the Olympic Movement and/or organised by an Olympic party
- If Broadcast Partners participate in a Third Party cause-related programme, the “Activations through a Third Party” guidelines must be followed

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

Activation Principles
Tone of Messaging
Composite Logo
Olympic Bug
Activations Through a Third Party
Activations Featuring Athletes
  Athlete Apparel and Equipment
  “Corporate Ambassadors” Concept
Use of OCOG and Corporate Mascots
Use of Sports Not on the Olympic Programme and Bid/Candidate Cities
Use of Sports Venues and Field of Play
Use of Countdown Clocks
Use of Olympic Photographs and Footage
Recognition for Official Timing and Data Partner

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

New

Activations Featuring Athletes

Athletes are at the heart of the Olympic Movement, therefore we ask Broadcast Partners to ensure that all activations featuring athletes uphold the values of Olympism.

The following pages contain information that must be considered when using athletes in Olympic-themed activations:

- It is the Broadcast Partner's responsibility to clear all necessary rights pertaining to any images/footage used, including athletes and persons featured
- No endorsement of the broadcast by the athlete is allowed
- Athletes' apparel options and branding restrictions apply when the athlete(s) appear(s) in a commercial setting
- Consult the guidelines for creating a "Corporate Ambassadors" concept

Activations Featuring Athletes

Athlete Apparel and Equipment

New

Principles

When Broadcast Partners choose to use athletes in Olympic-themed broadcast promotions they have two options:

- Use existing official Olympic photographs and footage in their original context, in which case the "Use of Olympic photographs and footage" guidelines apply
- Produce new photographs or footage, for which they must follow the below guidelines

These principles outline the different apparel options Broadcast Partners can choose from for campaigns that run exclusively outside of the period of the Olympic Games, as defined by Rule 40 of the Olympic Charter.

"Apparel" is defined as any item of clothing or accessories, including socks or caps but excludes footwear and equipment. Footwear and equipment may bear manufacturer branding, subject to compliance with Rule 50 but restrictions may apply.

Application

For **broadcast promotions running exclusively outside of the period of the Olympic Games** with athlete(s) from the same NOC as the one the Broadcast Partner has rights for, the athletes may wear any of the following options:

- Current NOC uniform*
- NOC apparel sponsor branded clothing provided it is the current NOC apparel sponsor*. Branding must be Rule 50 compliant unless the activation is solely intended for the NOC territory(ies) of which the apparel brand is the NOC sponsor
- Past NOC uniform provided it is still the current NOC apparel sponsor, unless otherwise approved by the relevant NOC and that the athlete(s) have competed in that Olympic Games edition*
- Generic and unbranded clothing. When choosing this option, any item of equipment and footwear must also be unbranded
- Broadcast Partner branded clothing as long as the athlete does not appear in an Olympic Games sporting context. Rule 50 compliant branding is preferred

For **broadcast promotions running exclusively outside of the period of the Olympic Games** with **athlete(s) from a NOC territory that differs from the one that the Broadcast Partner has rights** for, the athletes may wear any of the following options:

- Generic and unbranded clothing
- Broadcast Partner branded clothing as long as the athlete does not appear in an Olympic Games sporting context. Rule 50 compliant branding is preferred
- In the event that the athlete(s) NOC and the Broadcast Partner's is the same, the athlete(s) may wear NOC apparel sponsor branded clothing*

**subject to NOC approval*

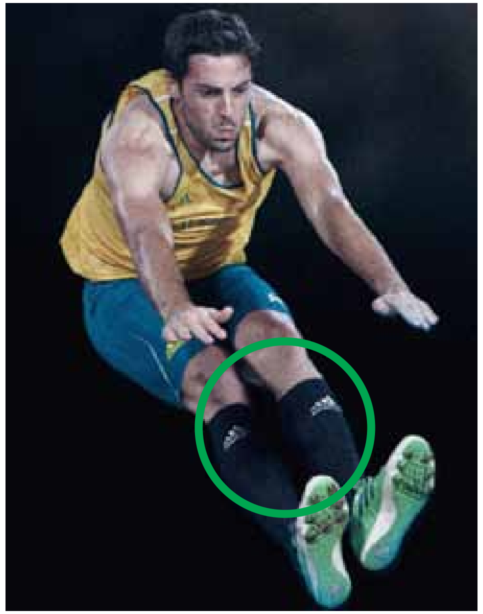
New

Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

Partner activations running exclusively
outside of the period of the Olympic Games:

✓ **Acceptable**

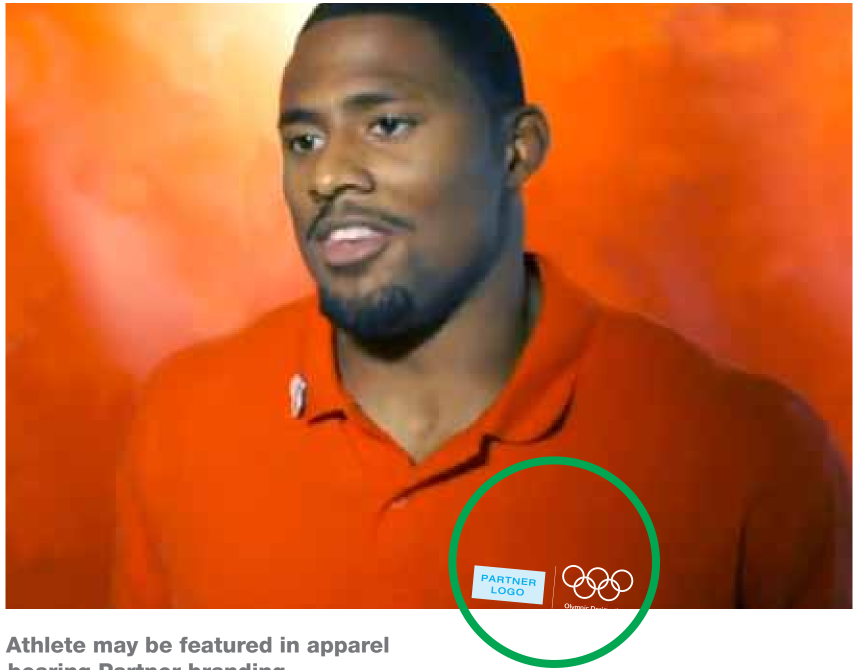


Athletes may be featured in his/her NOC apparel sponsor branded clothing, provided that the Athlete’s NOC apparel sponsor is the same as that of the NOC of the territory in which the RHB has rights.

Please refer to the Games-time consideration section for Olympic themed Activations running during the period of the Olympic Games as defined by Rule 40.

Partner activations running exclusively
outside of the period of the Olympic Games:

✓ **Acceptable**



Athlete may be featured in apparel bearing Partner branding.

*Please refer to the **“Authorised Identifications of Manufacturers”** for more sport-specific details on Rule 50.*

Activations Featuring Athletes

“Corporate Ambassadors” Concept

Broadcast Partners may decide to build a communication or marketing strategy around individual athletes. They can use these sponsorships individually or as a group in an Olympic context, otherwise known as the “Corporate Ambassadors” concept.

Principles

- All concepts must be submitted for approval to the IOC, and must include athletes’ names, concept name, country(ies) of distribution and campaign sketches
- This group of athletes can be referred to symbolically in a variety of ways, such as ambassadors, crew, team, etc. This reference cannot be combined with any Olympic properties, or any national references, such as [Broadcast Partner] Olympic Ambassador, [Broadcast Partner] Olympic Games Team, or [Broadcast Partner] Team [country name]
- Broadcast Partners must include a disclaimer in all broadcast promotions so that there is no confusion with the official national Olympic teams. e.g. “[Athlete name] is a Team [Broadcast Partner] Ambassador, a sponsorship initiative to support athletes to qualify for and participate in the Sochi 2014 Olympic Winter Games”
- No specific branding or Visual Identity Systems (VIS) may be created specifically for this concept. In addition, Broadcast Partners may not create a logo or a composite logo using Olympic marks specific to this concept. However, they can use their standard corporate font and logo
- When creating new photographs and footage for promoting the group of ambassadors, please refer to the athlete apparel and equipment section
- No communications around the collective group results is allowed, e.g. "[RHB] Corporate ambassador is winning gold". Only communications around individual performance is allowed, e.g. "[Athlete], part of [RHB] Team has won gold"
- No monetary bonuses or other benefits of the collective group should be mentioned
- For promotions running during the period of the Olympic Games, the primary messaging should be individual athlete-led versus team-led
- Bear in mind the qualification periods for the chosen “Corporate Ambassadors,” which may impact the approval of the activation
- The IOC can facilitate contact with the relevant NOCs if needed

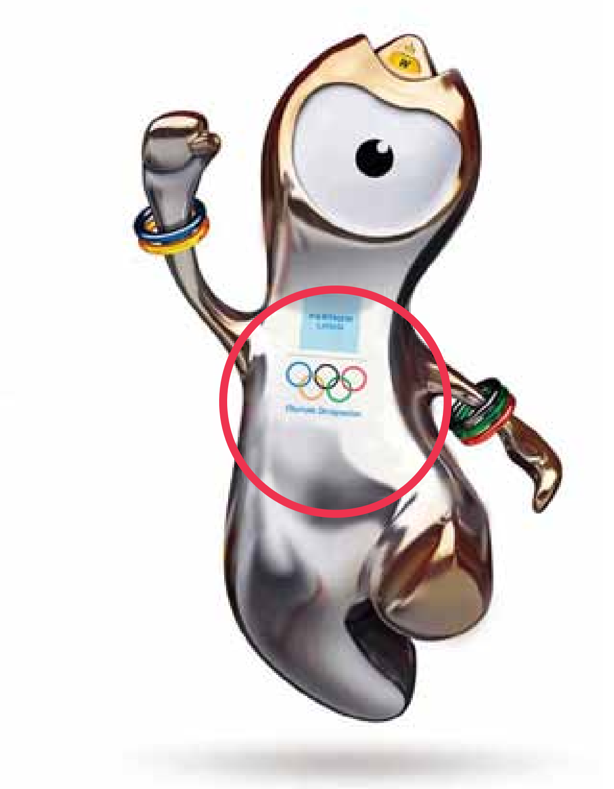
Use of OCOG and Corporate Mascots

OCOG Mascots:
Broadcast Partners are encouraged to use the official Olympic Games mascots in their Olympic-themed promotions, as these are the official characters of the Olympic Games. However, the OCOG mascot(s) cannot be branded with a Partner corporate or composite logo or be altered in any way.

Corporate Mascots:
Broadcast Partners are also able to use an existing corporate/brand mascot in their activations, subject to the following guidelines:

- There should never be any confusion as to who the official Olympic Games mascot(s) is/are
- The corporate/brand mascot is not developed specifically for Olympic Games-themed promotions
- One corporate mascot by channel will be approved for use in Olympic Games-themed promotions
- The corporate mascot should appear clearly separated from any Olympic marks, including the official Olympic Games mascot(s)

☒ **Not Acceptable**



The OCOG mascot(s) cannot be altered and therefore no Broadcast Partner branding may appear.

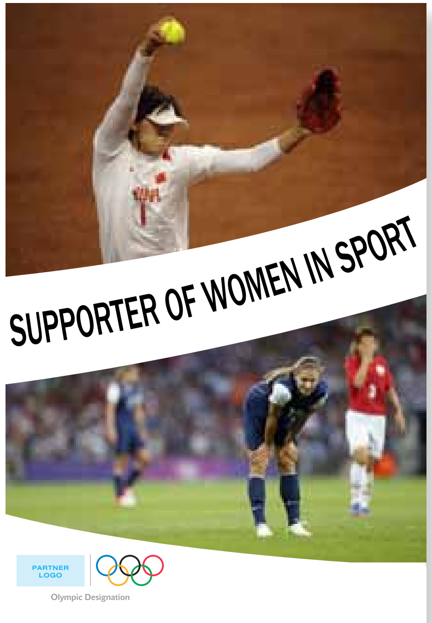
Remember: *For further details on the OCOG mascot usage applications, refer to the applicable OCOG brand image and identity document.*

Use of Sports Not on the Olympic Programme and Bid/Candidate Cities

Use of sports not on the Olympic programme in activations:
Broadcast Partners cannot promote any sport which is not on the Olympic programme in a way which could imply that it is part of the Olympic programme, or in a manner which could be seen as endorsing its inclusion in the Olympic programme.

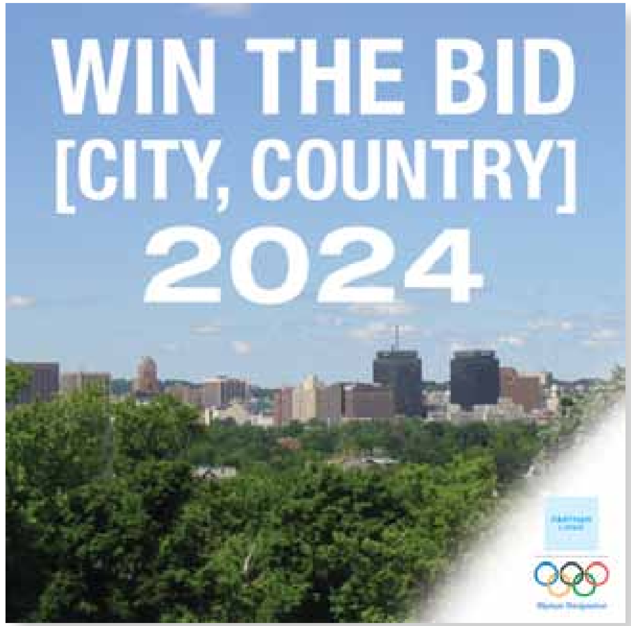
Use of Bid/Candidate Cities in activations:
In order to maintain the integrity of an unbiased selection process, Broadcast Partners cannot promote any Bid or Candidate City as part of their Olympic activation programme.

Not Acceptable



Use of images/footage of sports not on the Olympic programme in Olympic-themed activations is not allowed.

Not Acceptable



Broadcast Partners cannot promote a Bid or Candidate City.

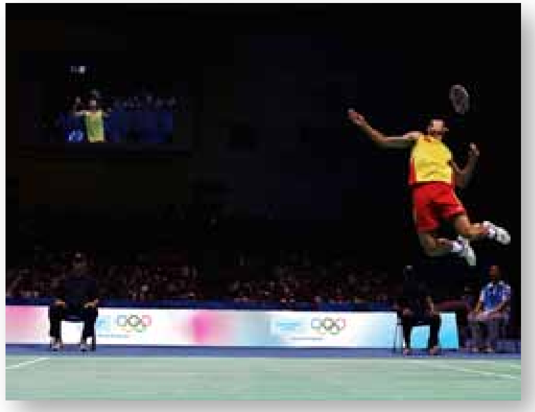
Use of Sports Venues and Field of Play

The Olympic Charter mandates that all structures, facilities and areas that are visible to spectators, accredited persons or broadcast cameras at the Olympic Games must be free of commercial advertising.

Application

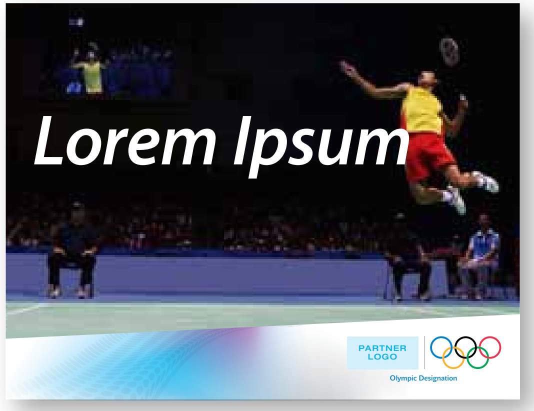
- When modelling all or parts of an Olympic venue, or implying that an event is an Olympic event in an activation, no commercial branding may appear anywhere on such re-created venues, including on the field of play
- When using a sporting venue in an activation that is clearly not an Olympic venue or event, Broadcast Partner branding may appear (e.g. on athlete uniforms, the field of play, etc.), but Third Party branding is not permitted on the field of play and surrounding areas

✗ **Not Acceptable**



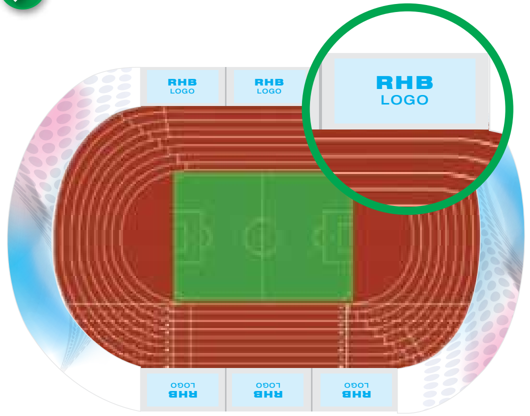
If used as an Olympic venue or reproduction of an Olympic venue, then no perimeter board or other form of branding, including Third Party branding is allowed.

✓ **Acceptable**



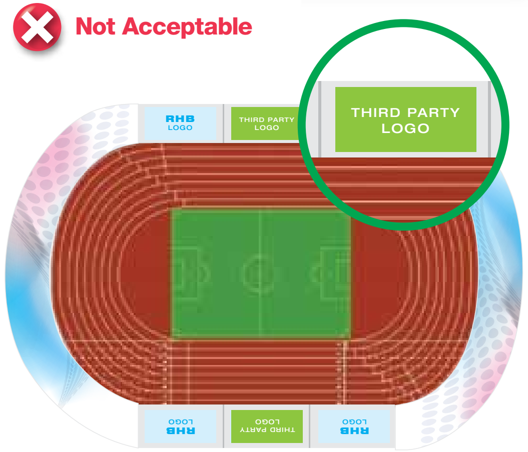
Superimposition on a "quiet area" including the Broadcast Partner branding is allowed.

✓ **Acceptable**



**Non-Olympic venue:
Broadcast Partner branding is allowed on the perimeter board or around the venue.**

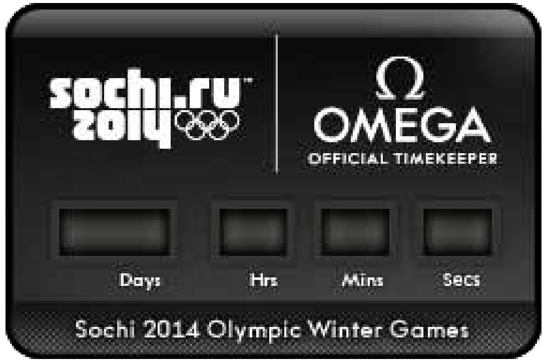
✗ **Not Acceptable**

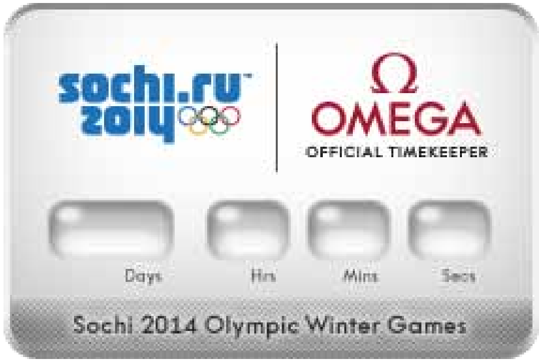


**Non-Olympic venue:
No Third Party branding is allowed on the perimeter board or around the sports venue.**

Use of Countdown Clocks

Should the Broadcast Partner wish to use any countdown clocks, whatever the platform, the use of the Olympic Games edition-specific applet provided by Omega and available on the IOC Partner Extranet is required.


sochi.ru 2014
OMEGA
OFFICIAL TIMEKEEPER
Days
Hrs
Mins
Secs
Sochi 2014 Olympic Winter Games


sochi.ru 2014
OMEGA
OFFICIAL TIMEKEEPER
Days
Hrs
Mins
Secs
Sochi 2014 Olympic Winter Games

New

Use of Olympic Photographs and Footage

Principles
Olympic photographs and footage may be used in activations and published on website(s), provided that their integrity is upheld. To achieve this, Broadcast Partners cannot change an image in any way that alters its original meaning, including modifying the content so that it appears to change the results of an event.

However, the following five guidelines have been developed to offer some flexibility in photograph and footage alteration, and apply only to photographs and footage sourced from the IOC:

- Colourisation
- Superimposition
- Blurring
- Cropping
- Masking Imagery

! ***Remember:*** *Please bear in mind that Broadcast Partners are responsible for clearing any image or other intellectual property and individual rights (e.g. athletes, music, etc.).*

Use of Olympic Photographs and Footage

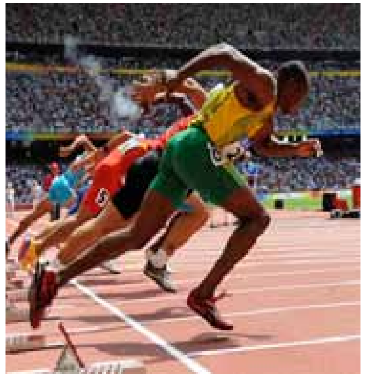
Colourisation

New

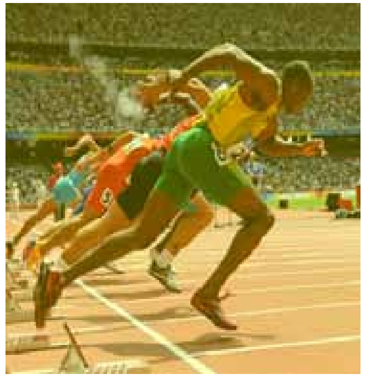
Application

Colourisation may be applied, provided it does not change the meaning of the image.

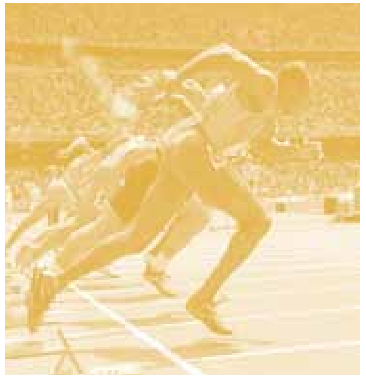
Original



✓ **Acceptable**



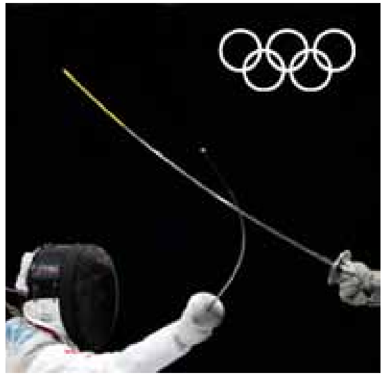
✗ **Not Acceptable**



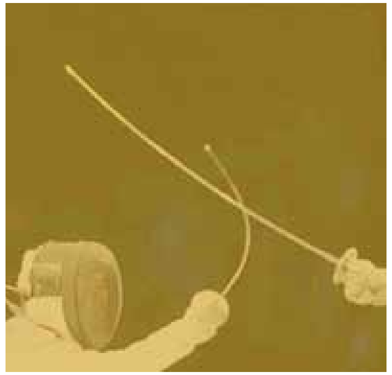
The colour is not transparent enough to maintain the original intent of the picture. The athletes and uniforms are not recognisable.

Broadcast Partners' corporate or brand colour(s) cannot be used to colourise official Olympic photographs/footage. Additionally, colourisation cannot be applied to the Olympic rings; these must remain in their original colours.

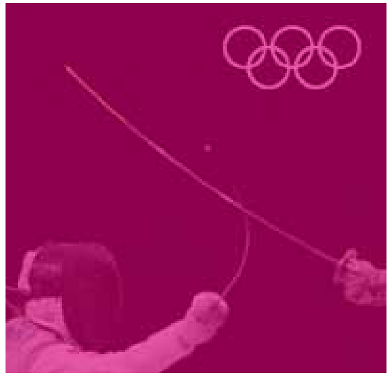
Original



✓ **Acceptable**



✗ **Not Acceptable**



The rings cannot be colourised.

Use of Olympic Photographs and Footage

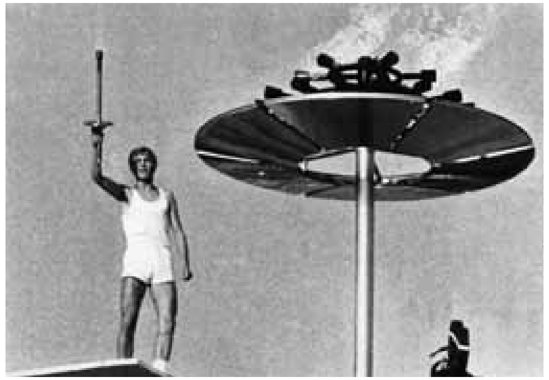
Colourisation (Continued)

New

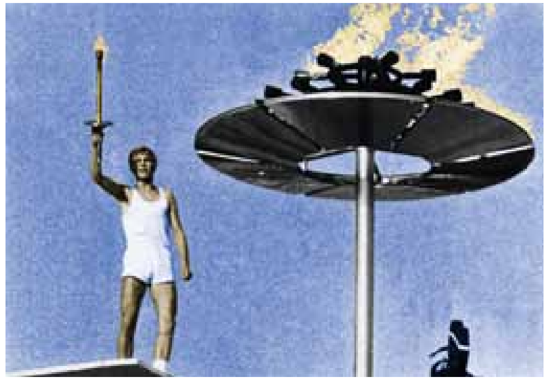
Application

To preserve the historical value of an Olympic image, never alter it from black-and-white to colour.

Original

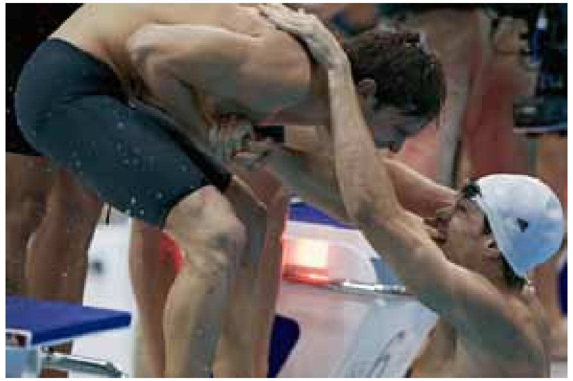


✗ **Not Acceptable**

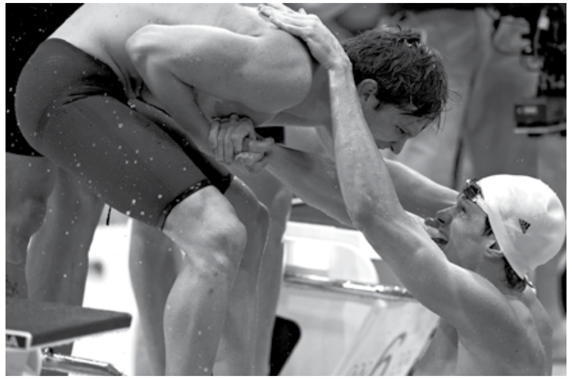


When modifying a colour to black-and-white or sepia, the image's historical value must be maintained.

Original



✓ **Acceptable**



Use of Olympic Photographs and Footage

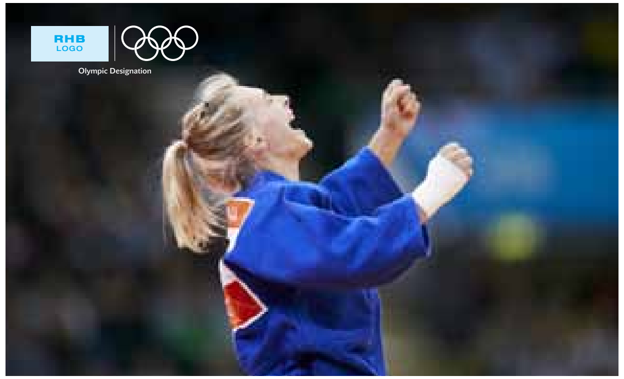
Superimposition

New

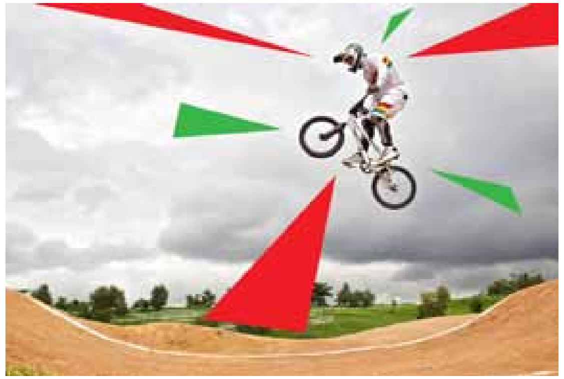
Application

Superimposition of elements on the image may be acceptable, provided there is no interference with the people or action in the image.

✓ **Acceptable**

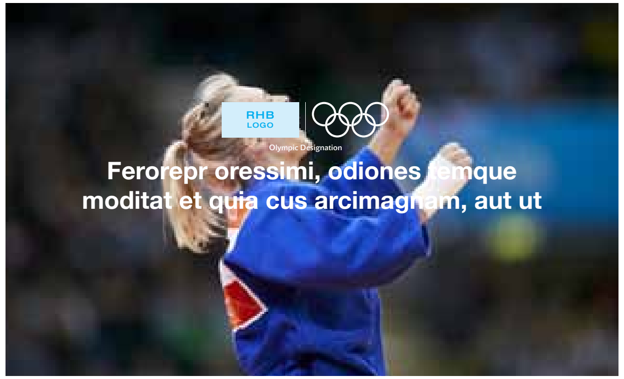


✓ **Acceptable**



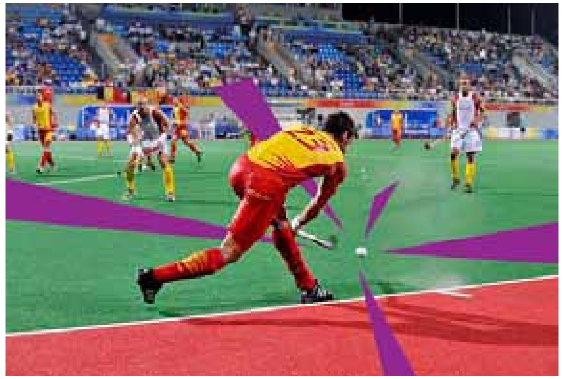
The graphic elements do not interfere with the people or action.

✗ **Not Acceptable**


RHB LOGO
Olympic Designation
Ferorepr oressimi, odiones temque moditat et quia cus arcimagnam, aut ut

The composite logo and text cover the action area of the image.

✗ **Not Acceptable**



The graphic elements are superimposed on the image, going “through the athlete”, and detract from the core action.

Use of Olympic Photographs and Footage

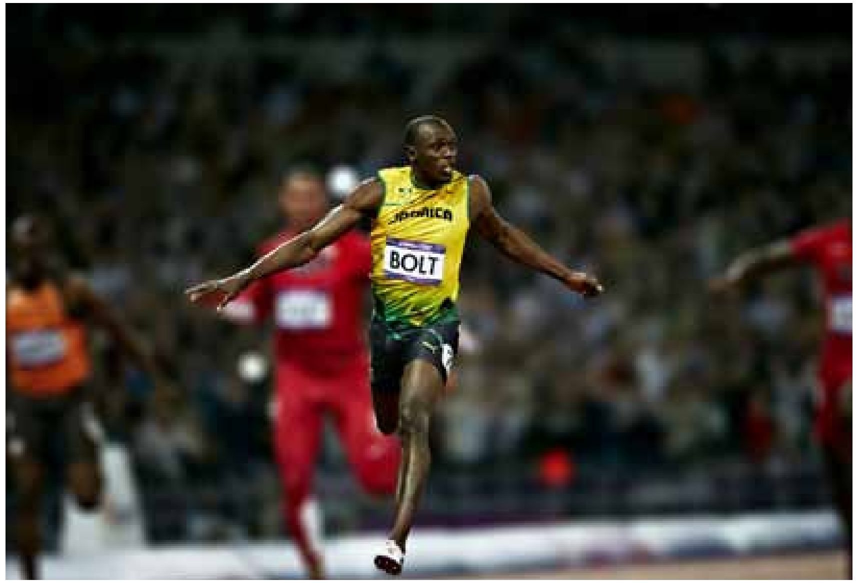
Blurring

New

Application

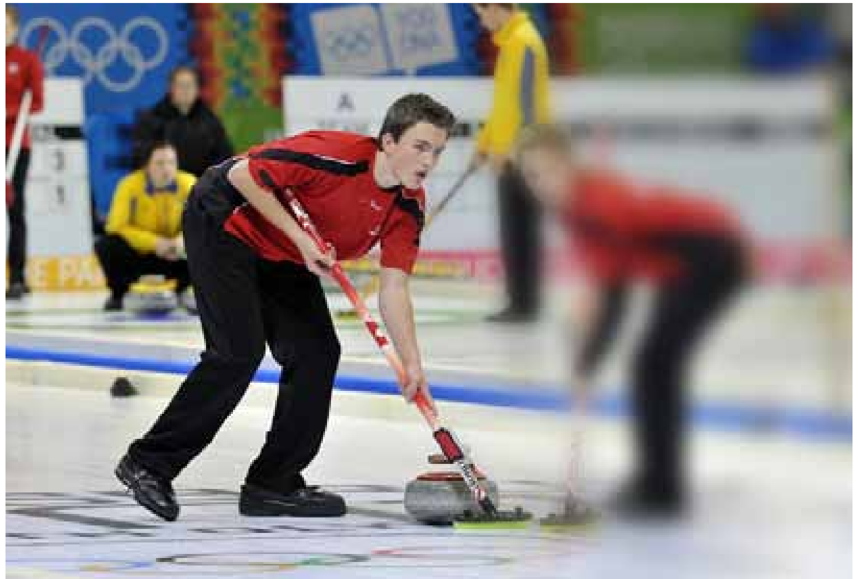
Blurring of an image may be approved, provided that it is subtle, the image's core focus remains clear, and it is not done to avoid rights clearance.

✓ **Acceptable**



The blurring of the background has been increased, but the core focus of the image is maintained.

✗ **Not Acceptable**



The core focus of the image has been blurred.

Use of Olympic Photographs and Footage

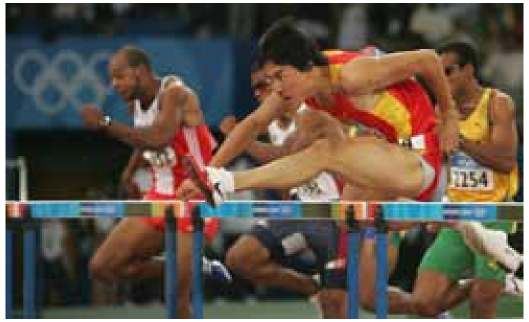
Cropping

New

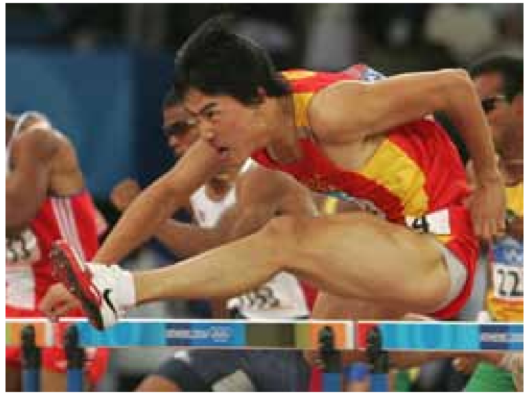
Application

Cropping should be done in such a way that it maintains the integrity of the people, objects and action area.

Original

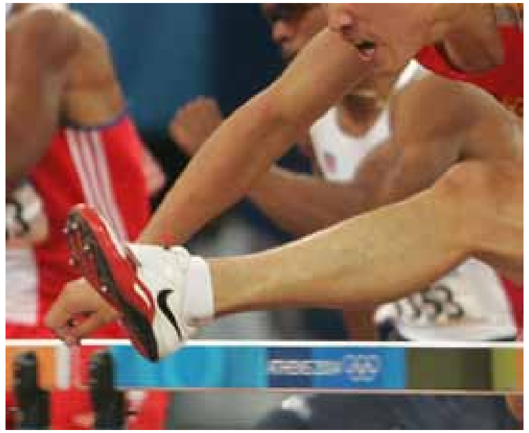


✓ **Acceptable**



The meaning of the image is preserved (clearly an Olympic event).

✗ **Not Acceptable**



The main features of the image have been cropped.

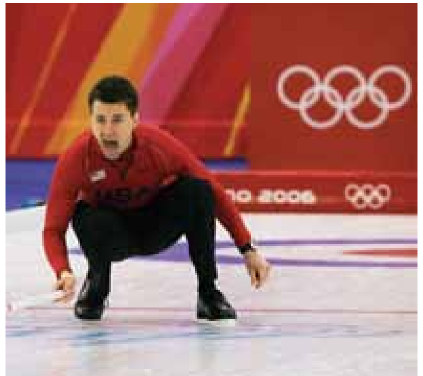
Use of Olympic Photographs and Footage

Cropping (Continued)

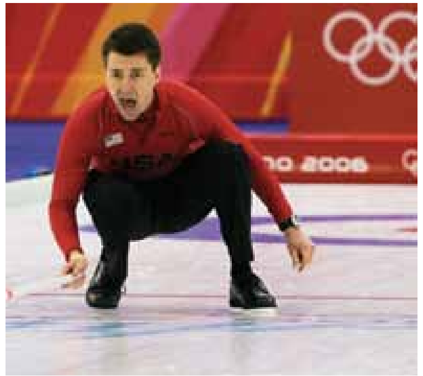
New

Cropping of Olympic properties appearing incidentally or in the background may be allowed and is subject to IOC approval. However, cropping of Olympic properties which appear in the action area is never allowed.

Original

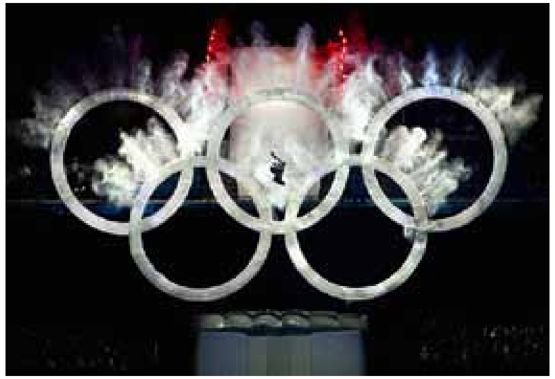


✓ **Acceptable**

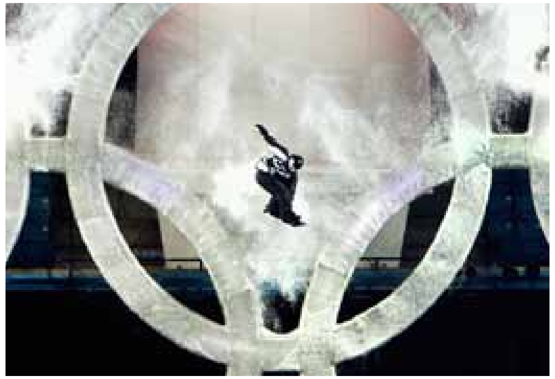


The focus/action area is the athlete and the Olympic rings are part of the background and in this instance can be cropped without altering the image's integrity.

Original



✗ **Not Acceptable**



The Olympic rings, which are part of the action area of the image, cannot be cropped.

Use of Olympic Photographs and Footage

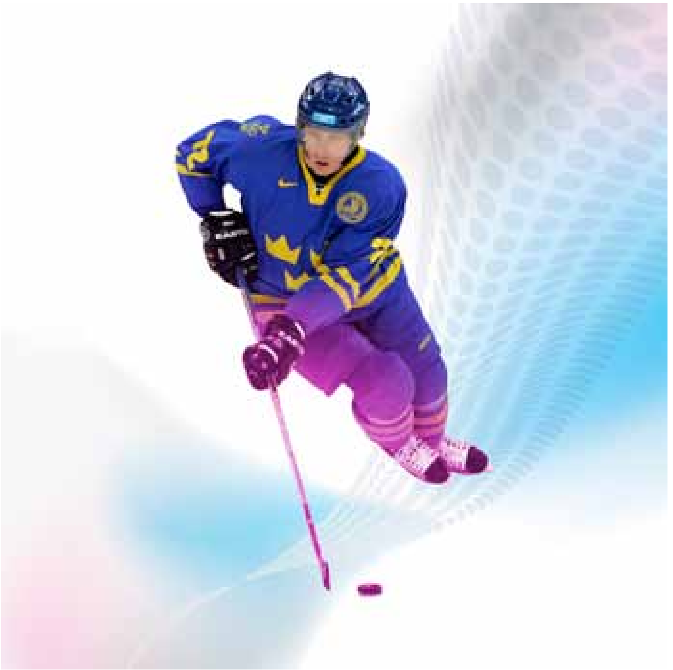
Masking Imagery

New

Application

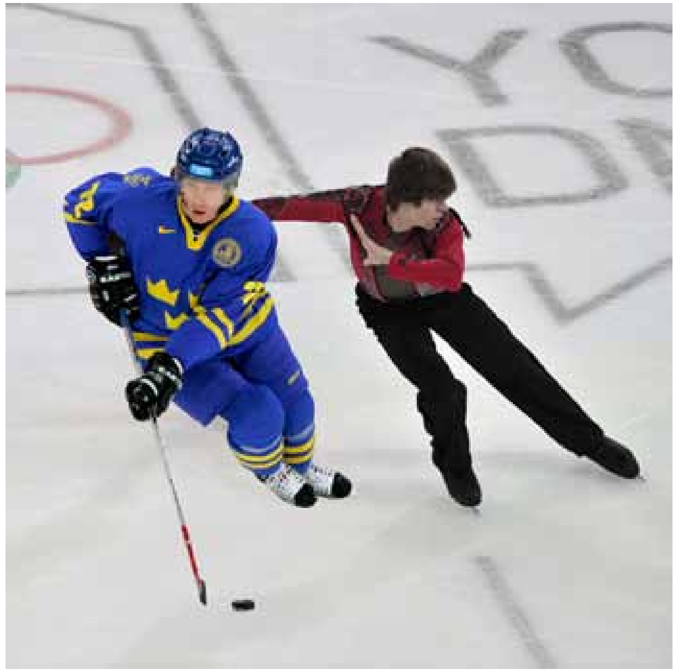
Cut-outs of people or objects must maintain the image's clarity and readability. These will be approved on a case-by-case basis.

✓ **Acceptable**



The background is neutral.

✗ **Not Acceptable**



The image has been altered by adding new cut-out elements which alter the integrity of the image.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

Activation Principles
Tone of Messaging
Composite Logo
Olympic Bug
Activations Through a Third Party
Activations Featuring Athletes
Use of OCOG and Corporate Mascots
Use of Sports Not on the Olympic Programme and Bid/Candidate Cities
Use of Sports Venues and Field of Play
Use of Countdown Clocks
Use of Olympic Photographs and Footage
Recognition for Official Timing and Data Partner

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

SECTION 7
Resources

Recognition for Official Timing and Data Partner

Do not alter or delete the official timing company and/or the official data information company brand identification from the ITVR signals.

If using a clean feed or unilateral coverage, the Broadcast Partner must insert the official timing company and/or official data information company brand identifications in the same way as they appear on the ITVR signals.

SECTION 5

Activation Methods

This section provides guidance for our Broadcast Partners to help bring their broadcast promotions to life across all forms of activations and a variety of media.

Digital and Online
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
"Games" Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications

SECTION 1
Olympism
SECTION 2
Maximising the Olympic Partnership
SECTION 3
Olympic Properties Usage Guidelines
SECTION 4
Overarching Principles
SECTION 5
Activation Methods
Digital and Online
General Principles
Partners' Website
Use of Olympic Results Content and Notices
Apps
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
"Games" Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications
SECTION 6
Games Time Considerations
SECTION 7
Resources

Digital and Online

General Principles

New

Clean Broadcast Experience

A principle which derives from the "clean venue" policy of Rule 50 in the Olympic Charter is to provide Games viewers with a "clean" broadcast experience. Advertising is allowed provided that the Games coverage itself is always free of advertising whether superimposed, on screen, on air or otherwise. Customary commercial breaks, immediately before, during or immediately after Games coverage, are permitted.

Preferential sponsorship and advertising opportunities to Olympic Sponsors

Broadcast partners must offer preferential rights (e.g. right of protected first negotiation etc.) in relation to all advertising and broadcast sponsorship opportunities on the relevant platforms to Olympic Sponsors, as described in their Broadcast Agreements.

Sponsorship of Olympic Content

Broadcast Partners may offer commercial broadcast sponsorship opportunities relating to Games coverage on all media platforms and grant broadcast sponsorship opportunities relating to other Olympic content, provided that such sponsorship opportunities are granted only to Olympic Sponsors; unless it is demonstrated, to the IOC's satisfaction, that such sponsorship opportunities are directly connected with the promotion of the broadcast and exhibition of the Games and that the sponsoring entity clearly appears as a sponsor of the broadcast and not as a sponsor of the Games. Such sponsorship opportunities may never create, suggest and/or imply the existence of any endorsement, association or official relationship between any person(s) and the IOC, the Olympic Games or the Olympic Movement unless they are an Olympic Sponsor.

Prevention of Ambush Marketing

Broadcast Partners play a crucial role in the IOC's anti-ambush marketing efforts and in preserving the rights granted to Olympic Sponsors. Broadcast Partners must avoid consumer confusion with respect to the identities of the Olympic Sponsors and the RHBs' respective sponsors and advertisers and as such should not structure or sell commercial opportunities which create or imply an unauthorised association with the IOC, the Olympic Games or the Olympic Movement.

Partners' Websites

URLs

New

Broadcast Partners may create dedicated Olympic-themed pages (subject to the rights granted in the agreement) on any website under their control. Those pages or websites must bear appropriate Olympic co-branding.

Application

- Broadcast Partners may use Olympic properties in their website URL, provided there is a separation between the brand/corporate mention and the Olympic mention
- Standalone websites should be associated only with on-going Olympic promotions

✓ **Acceptable**	✗ **Not Acceptable**
www.RHB.com/olympics www.RHB.com/Sochi2014	www.OlympicsRHB.com

! ***Remember:*** *We encourage Broadcast Partners to link their websites to the official websites of the Olympic Movement (www.olympic.org), the Olympic Games editions and/or the NOCs for which they have been granted rights (e.g. www.sochi2014.com, www.usoc.org)*

Partners' Websites

The 20% Rule

New

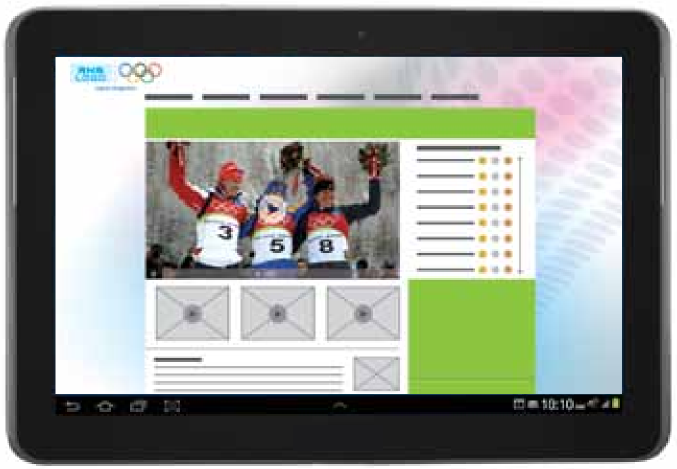
Principles
Advertising must not take up more than 20% of a standard viewport. If a particular page fills more than a standard viewport (which may include scrolling to navigate through several viewing window areas), the 20% rule applies to each individual viewing window area.

The only exception to this 20% rule relates to advertising units commonly known as “wallpaper”, “skins”, “gutters” or “extended skyscrapers”, whereby advertising content or imagery is included in the space on the side of and/or surrounding the editorial content of the web page.

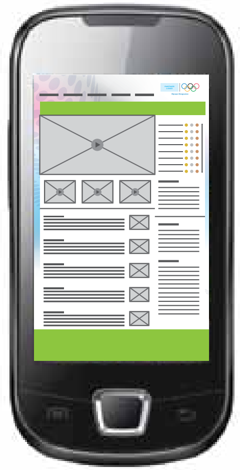
Application
These advertising units must:

- Be made available only to Olympic Sponsors for promotions in their respective product category
- Be made available only on selected high-value pages as part of a top-tier or premium Olympic advertising package; and
- Be in line with the rules of the “Separation of Advertising” section

✓ **Acceptable**



✓ **Acceptable**



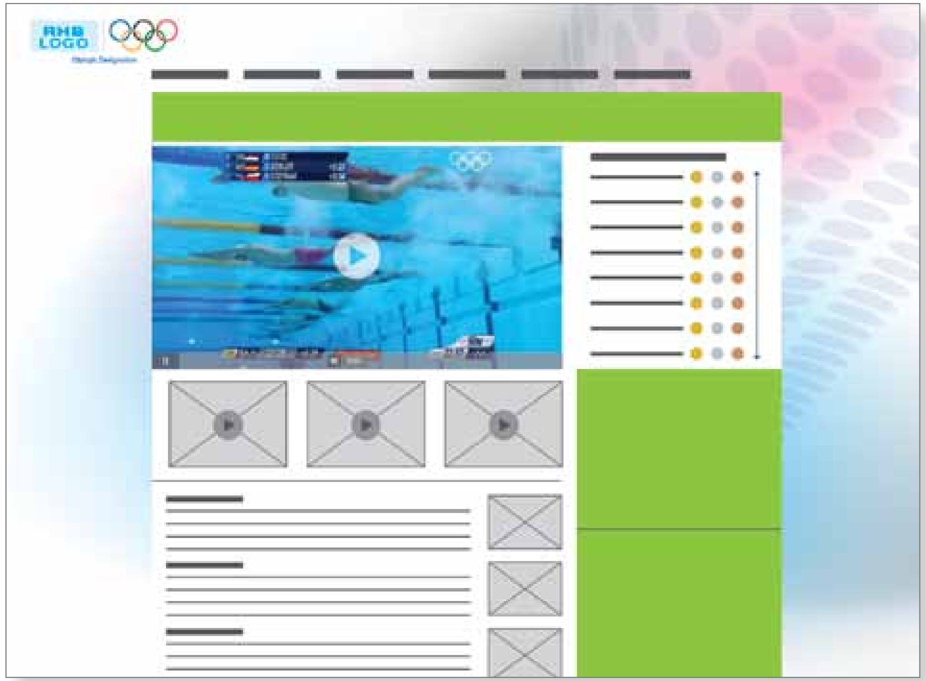
🟩 **Advertising units**

Partners' Websites

The 20% Rule (Continued)

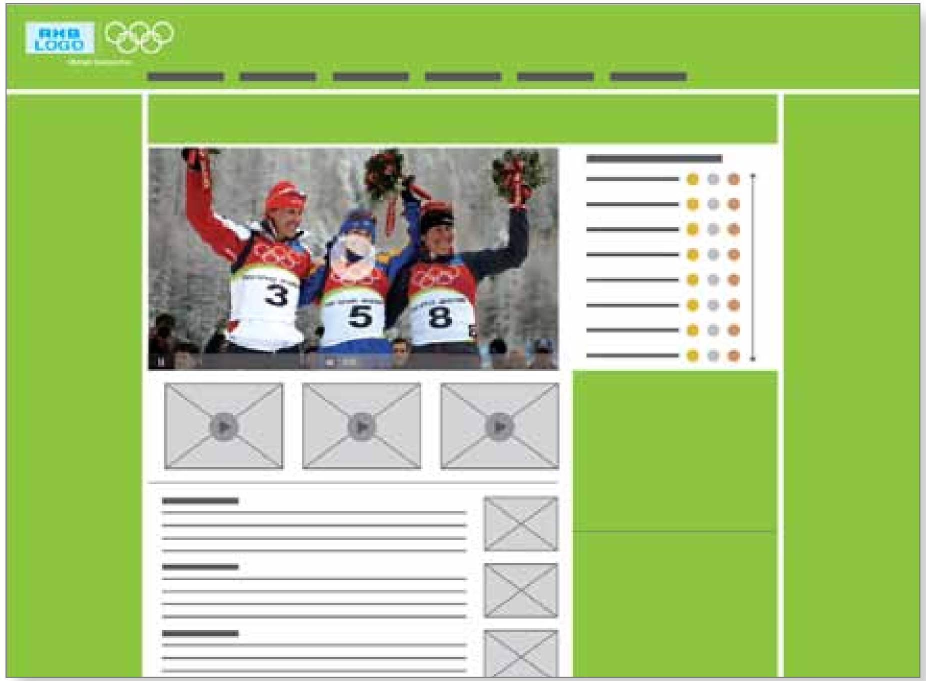
New

✓ **Acceptable**



🟩 **Advertising units**

✓ **Acceptable**



Site skin/gutter ad unit is only permitted for Olympic Sponsors.

Partners' Websites

Interactive Advertising

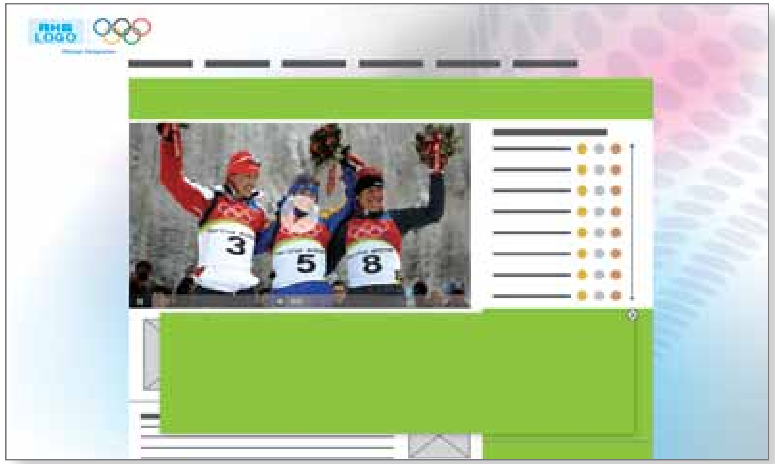
New

Application

Any interactivity, audio and/or moving visual content offered by a particular advertising format must:

- Be initiated only by the user/viewer (i.e. not auto-play)
- Provide the viewer/user with a clear "Close X," "Stop" button or equivalent, to close or stop the action in the advertisement and or clear the advertisement itself; and
- Not move or fly-through to extend across, cover or obscure:
  - Any video player containing Games coverage, whether playing or not
  - Any Olympic marks
  - Any other advertisement or RHB logo or primary interaction element (such as search boxes or navigation bars)

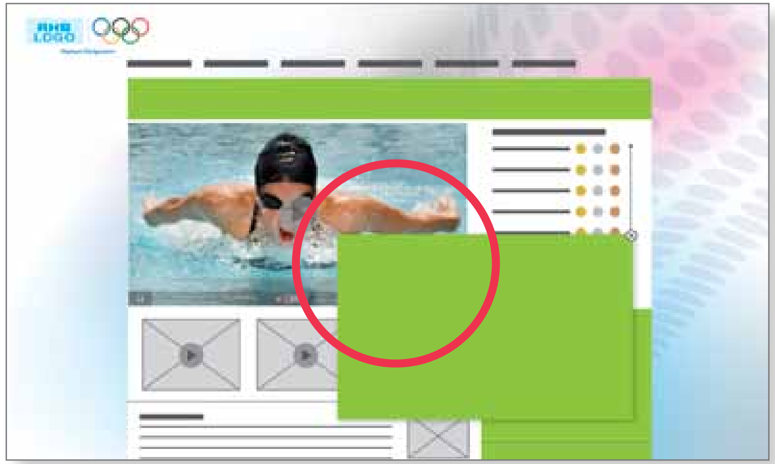
✓ **Acceptable**



Expandable ad unit based on user action.

✗ **Not Acceptable**

🟩 **Advertising units**



Floating or expandable ad over Olympic video is not permitted; whether it is based on user action or automated.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

Digital and Online
General Principles
Partners' Websites
URLs
The 20% Rule
Interactive Advertising
Separation of Advertising
Overlay of Non-Commercial Content
Naming Rights
Use of Olympic Results Content and Notices
Apps
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
"Games" Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications

SECTION 6
Games Time Considerations

SECTION 7
Resources

Partners' Websites

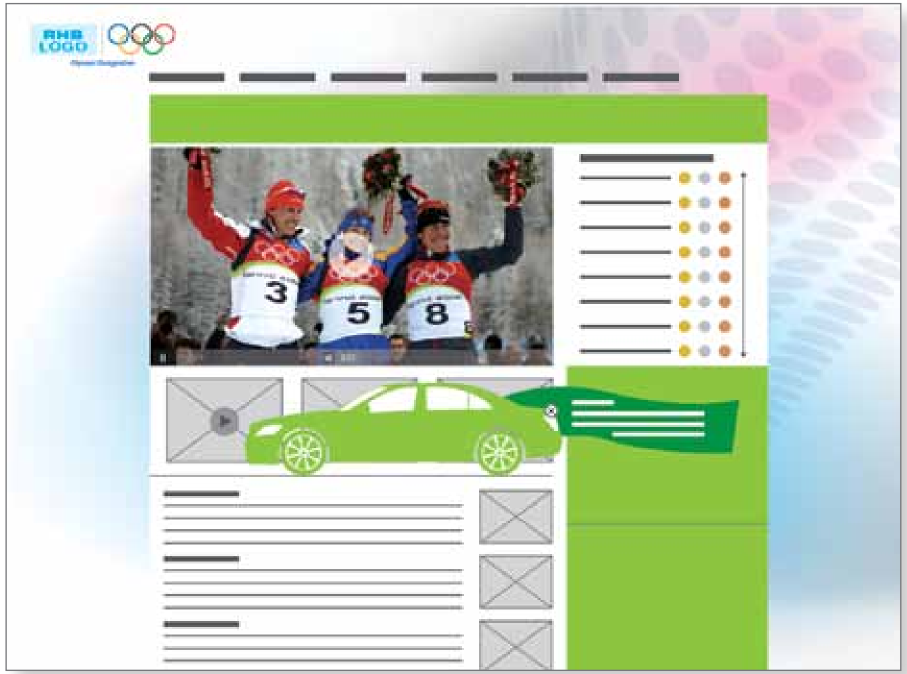
Interactive Advertising (Continued)

New

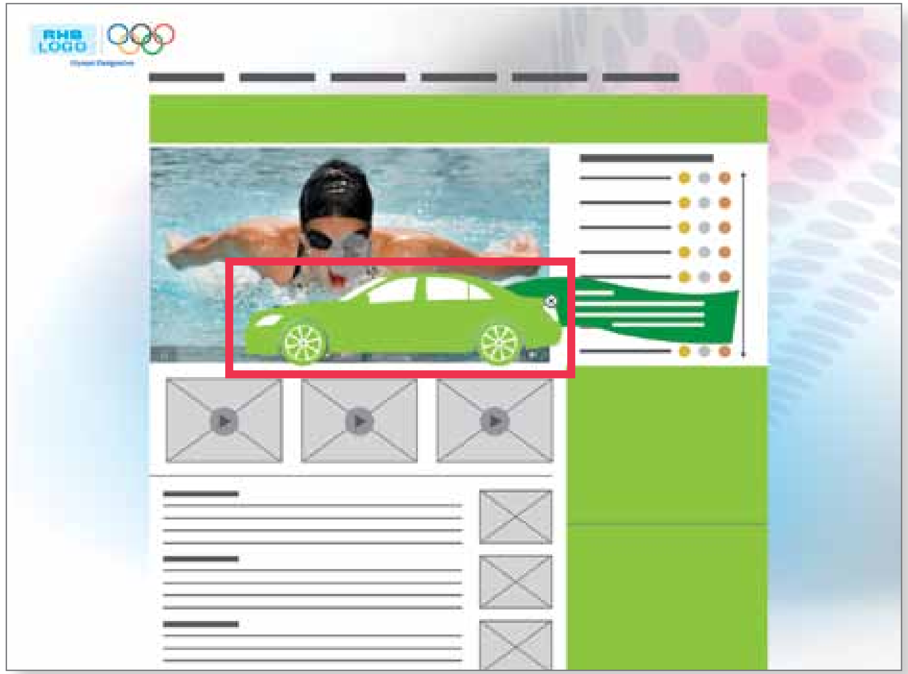
✓ **Acceptable**

✗ **Not Acceptable**

🟩 **Advertising units**



Ad unit including fly through or moving object can only be user generated.



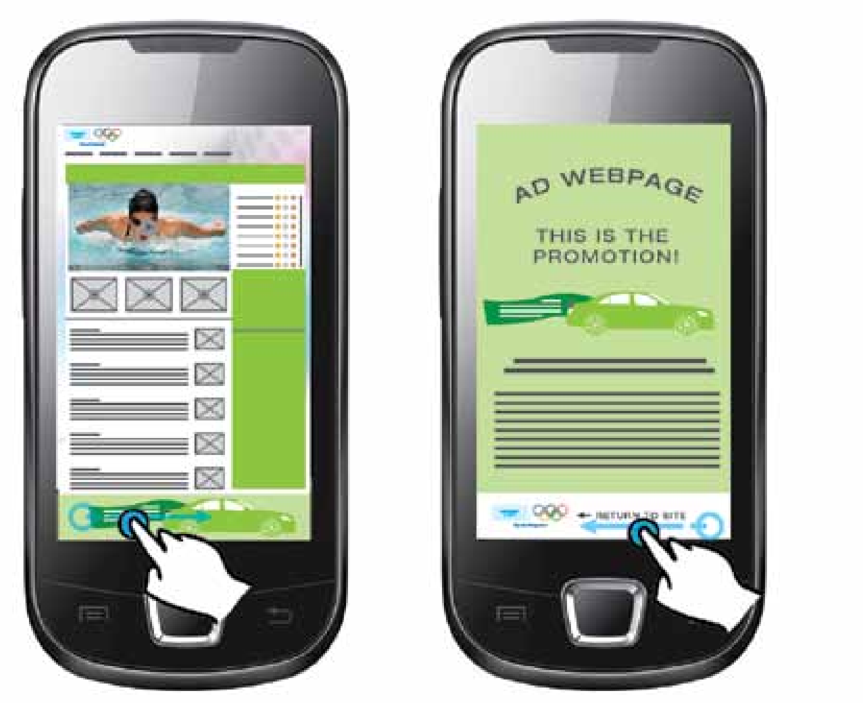
Ad unit with fly through or moving object is not allowed on Olympic videos.

Partners' Websites

Interactive Advertising (Continued)

New

✓ **Acceptable**



User can swipe the screen to access a separate advertising space and can return to the original source.

Partners' Websites

Separation of Advertising

New

Principles
Any advertising must be clearly distinct and separate from Olympic material, and must not overlap, be superimposed over or be intrusive to any Olympic material.

Application

Overlay advertising:
Overlay advertisements displayed at the same time as Olympic Games coverage or blocking all or part of other Olympic material are not permitted, unless they are user-initiated interactive advertisements and are in line with the interactive advertising section mentioned earlier.

Video player frames:
Advertising and/or sponsorship must not be included in any video frame when displaying Olympic Games coverage. As well, the video frame carrying Games coverage must be clearly distinct and separate from any advertising section on the screen.

Advertising units:
Advertising units must be clearly distinguishable from normal webpage content by:

- labelling that unit as an "advertisement" in a manner consistent with local market practice; and
- using borders around the advertising content and/or at least a 5px buffer between the page content and the advertisement content

Full-screen option:
A video player is considered as broadcasting in "full screen" mode when the video player occupies 65% or more of the screen area. On pages which include Games coverage, Broadcast Partners may provide users/viewers with a "full screen" mode for the video player. When Games coverage is broadcast in "full screen" mode, the screen must:

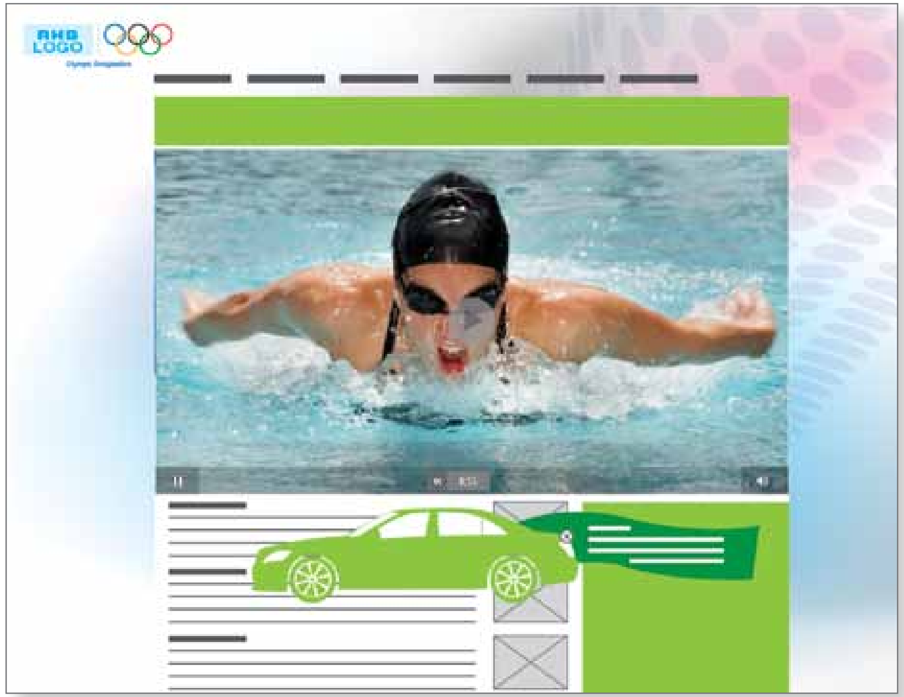
- contain 100% scaled video Games coverage; and
- not contain any advertising or sponsorship element

Partners' Websites

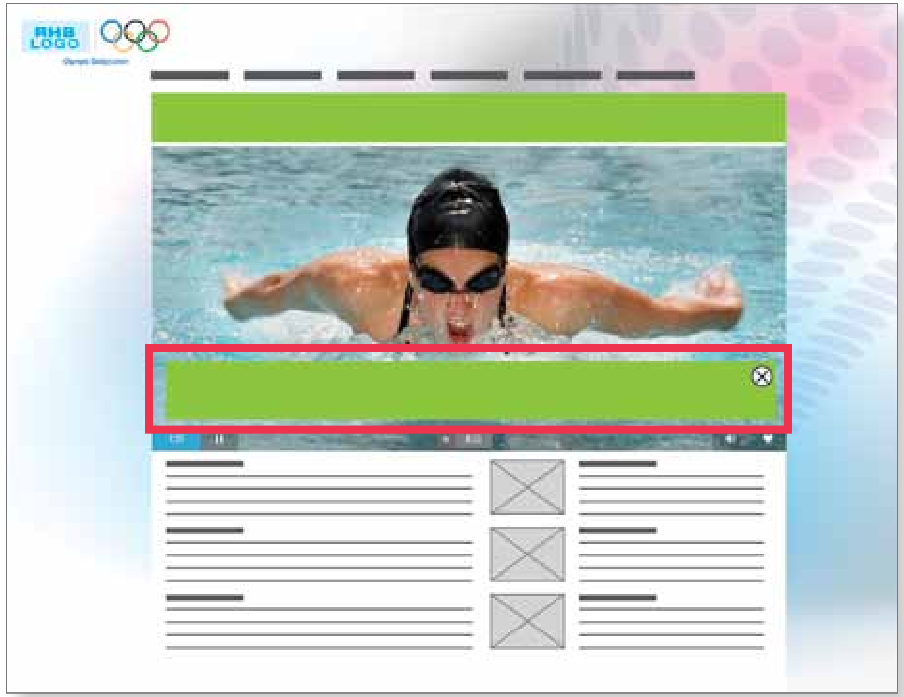
Separation of Advertising (Continued)

New

✓ **Acceptable**



✗ **Not Acceptable**



The ad unit cannot be superimposed over Olympic footage.

Partners' Websites

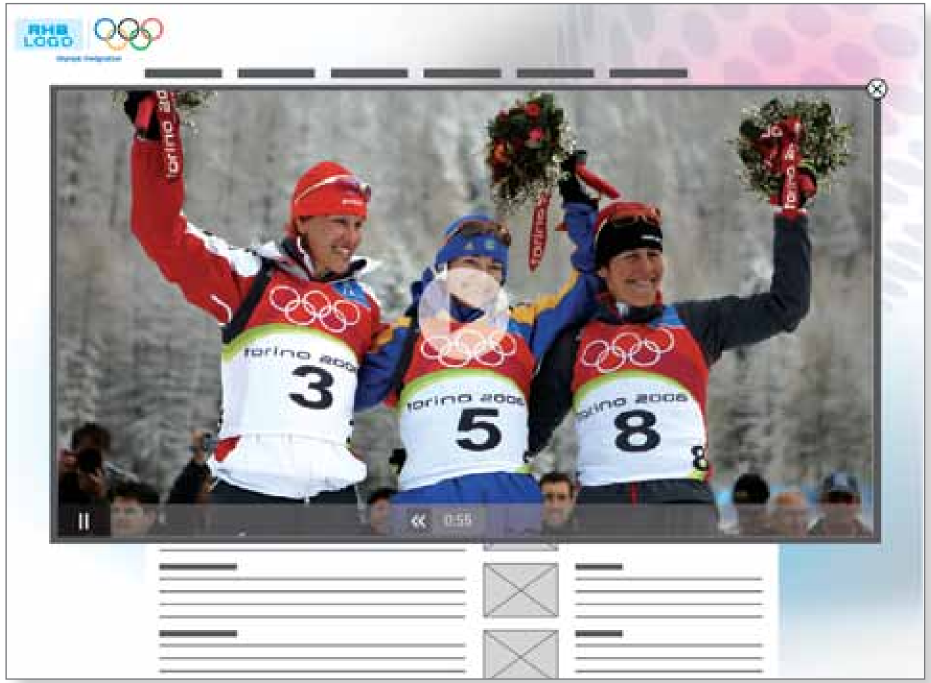
Separation of Advertising (Continued)

New

Full screen option

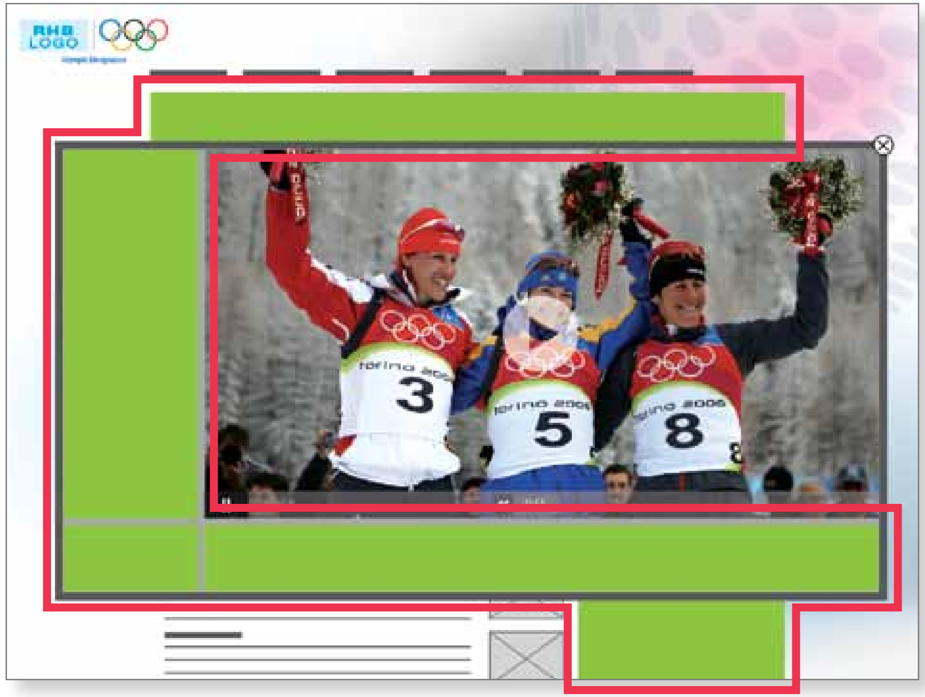
Any video which covers 65% or more of the screen is considered full screen.

✓ **Acceptable**



The screen/page, in which the video player resides covers over 65% of the viewport and is free of any advertising.

✗ **Not Acceptable**



The video player is considered in full screen mode, and therefore shouldn’t feature any ad unit.

Partners' Websites

Overlay of Non-Commercial Content

New

Application
Superimposition of non-commercial content* related to the Olympic Games to support and complement Games coverage, enhance user/viewer experience and enable navigation between different Games coverage feeds is permitted, subject to the following principles:

- Any superimposition over Games coverage can only partially cover the coverage and must be initiated by the user
- The non-commercial content cannot contain any commercial elements (including sponsorship or advertising)
- Do not alter or delete the timing company and/or data information company brand identification from the signals. If using a clean feed or unilateral coverage, the RHB must insert the timing company and/or the data information company brand identifications in the same way they appear in the signals

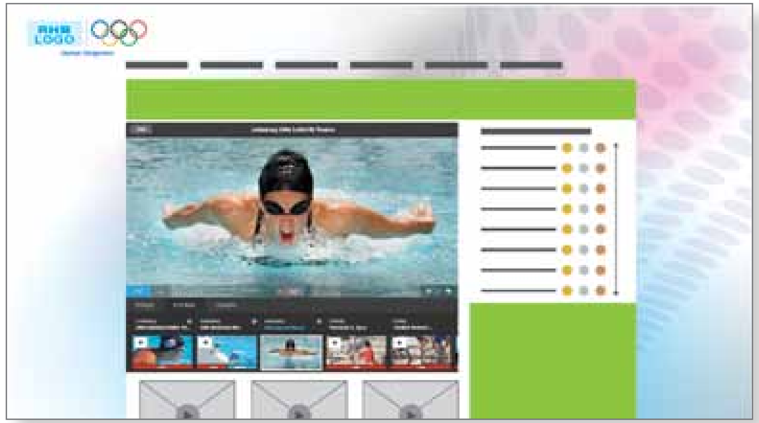
**Content includes text commentary, programme updates, simultaneous live feeds, or other similar content.*

Partners' Websites

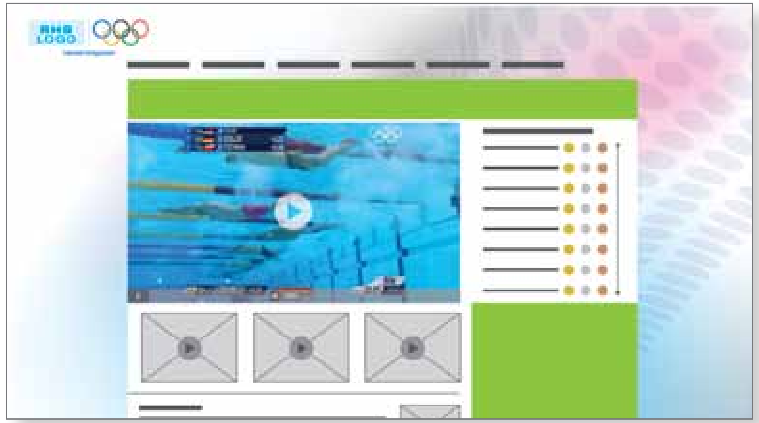
Overlay of Non-Commercial Content (Continued)

New

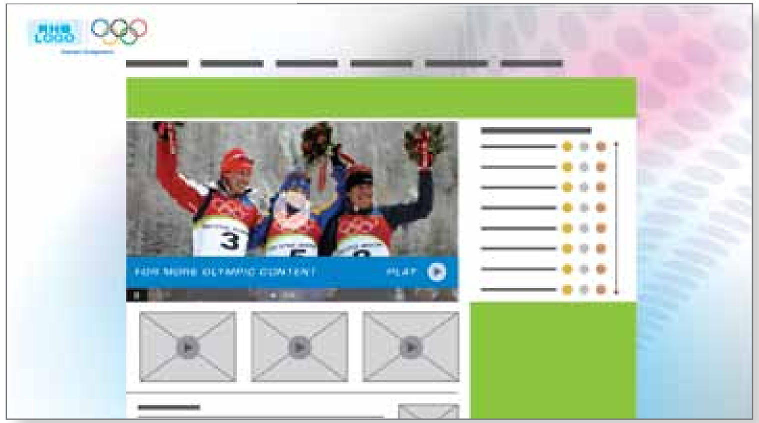
✓ **Acceptable**



✓ **Acceptable**



✓ **Acceptable**



SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

Digital and Online
General Principles
Partners' Website
URLs
The 20% Rule
Interactive Advertising
Separation of Advertising
Overlay of Non-Commercial Content
Naming Rights
Use of Olympic Results Content and Notices
Apps
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
“Games” Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications

SECTION 6
Games Time Considerations

SECTION 7
Resources

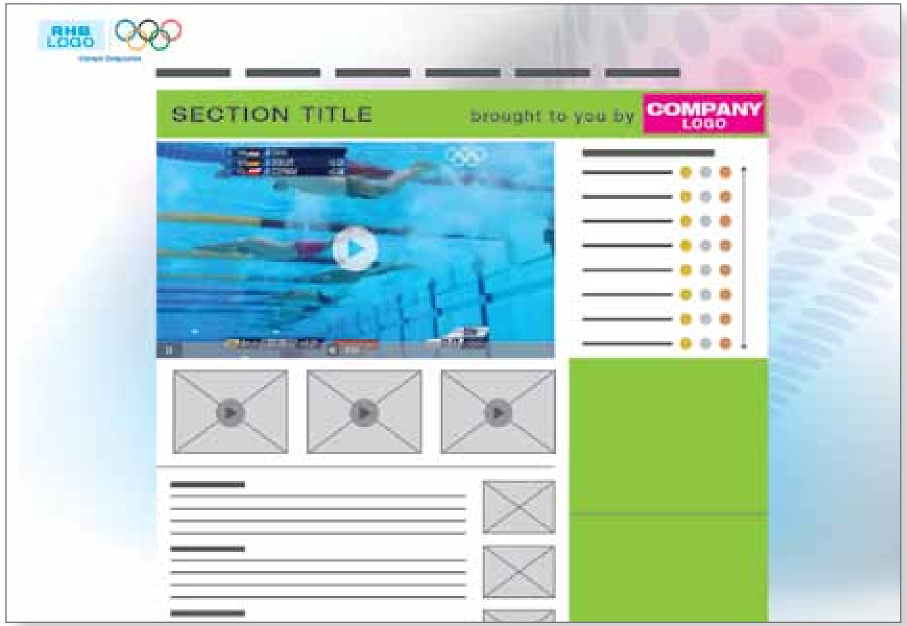
Partners' Websites

Naming Rights

New

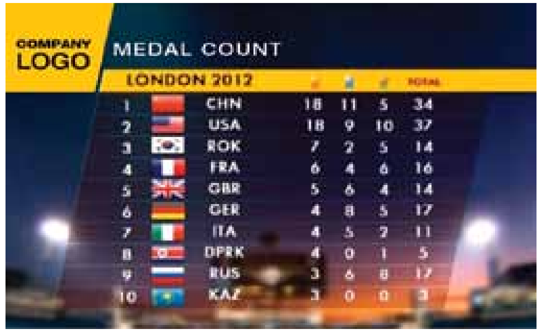
There are **no** naming rights of Olympic content. As such, no name, brand and/or logo of any person or company may appear in any name, title, designation or similar of any section which contains Olympic content.

Acceptable



Section sponsorship is allowed as long as the section featuring Olympic content is not renamed for the advertiser; however the sponsor logo can appear.

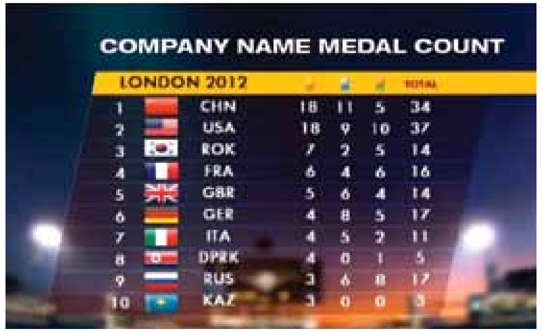
Not Acceptable



COMPANY LOGO

MEDAL COUNT

LONDON 2012					TOTAL
1	CHN	18	11	5	34
2	USA	18	9	10	37
3	ROK	7	2	5	14
4	FRA	6	4	6	16
5	GBR	5	6	4	14
6	GER	4	8	5	17
7	ITA	4	5	2	11
8	DPRK	4	0	1	5
9	RUS	3	6	8	17
10	KAZ	3	0	0	3



COMPANY NAME MEDAL COUNT

LONDON 2012					TOTAL
1	CHN	18	11	5	34
2	USA	18	9	10	37
3	ROK	7	2	5	14
4	FRA	6	4	6	16
5	GBR	5	6	4	14
6	GER	4	8	5	17
7	ITA	4	5	2	11
8	DPRK	4	0	1	5
9	RUS	3	6	8	17
10	KAZ	3	0	0	3

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

Digital and Online
General Principles
Partners' Websites
Use of Olympic Results Content and Notices
Apps
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
“Games” Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications

SECTION 6
Games Time Considerations

SECTION 7
Resources

New

Use of Olympic Results Content and Notices

Any Olympic content obtained through the IOC or other Olympic entities must carry a clearly legible and visible copyright tag line (“©IOC [year]”) and a text credit must be given to Atos and Omega for all Olympic results (e.g. “Official Results powered by Atos. Timing and results management by Omega”). Olympic results content from your websites cannot be syndicated to Third Parties (e.g. sold to a written press website) without a licence from the IOC.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

Digital and Online
General Principles
Partners' Websites
Use of Olympic Results Content and Notices
Apps
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
"Games" Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications

SECTION 6
Games Time Considerations

SECTION 7
Resources

Digital and Online

Apps

New

To support Olympic Games coverage, Broadcast Partners may develop apps on various commonly available operating systems, and only if the right to do so has been licensed under the relevant broadcast agreement and provided that they are not accessible outside the Broadcast Partner's licensed territory.

The availability, content and promotion of such apps are subject to the terms of the broadcast agreements and these guidelines.

Application

Where an app or several apps is/are made available on a platform owned and/or controlled by the Broadcast Partner and any Olympic brand assets and/or material appears at the same time on the screen, these principles must be followed:

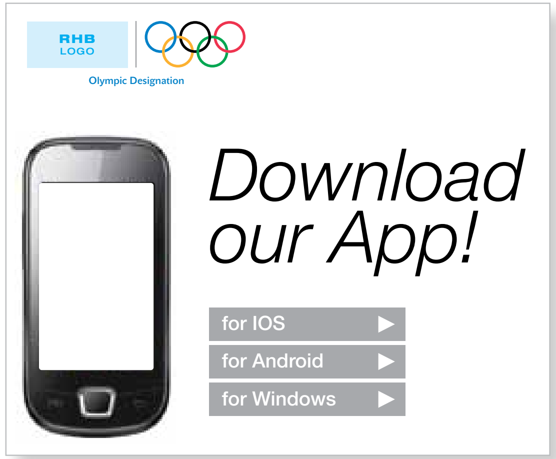
- No brand names, logos and/or images of devices, such as smartphones or tablets, can be featured in a manner whereby the brand of the device is recognisable (either from its branding or design), unless the device is from the official Olympic Sponsor in this category
- If any devices are used in any promotion of a Broadcast Partner's app, the promotion must be limited to the app and not promote the device
- Where the user needs to select the correct version to download the app on her/his particular device, the Broadcast Partner may structure its platform to allow the selection of apps for specific devices as follows:
  - A text reference to the operating systems (but not the device) is permitted, which then links to the appropriate download platform
  - A "Download our app for smartphones/tablet" (or similar) button is permitted, provided it does not mention the Third Party devices, which then links to the appropriate download platform
  - QR codes are permitted which then link to the appropriate download platform
  - The user may be directed to an app download page displaying the various "buttons" for the relevant application stores and/or platforms. This page must be free of Olympic marks and/or content
  - The promotion of any Third-Party app store, whether through use of logos, store "buttons" or text references, is not permitted on any page that displays any Olympic material

Digital and Online

Apps (Continued)

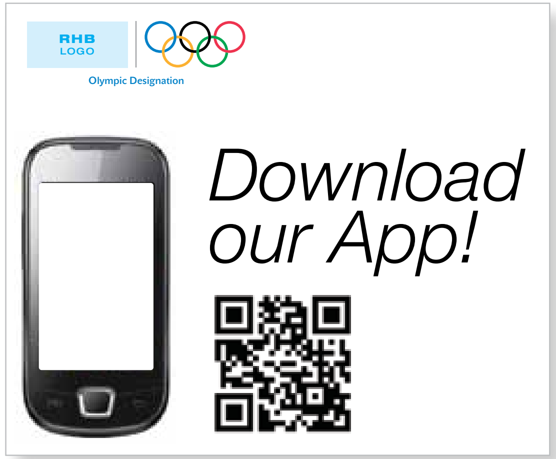
New

✓ **Acceptable**


RHB LOGO
Olympic Designation
Download our App!
for IOS
for Android
for Windows

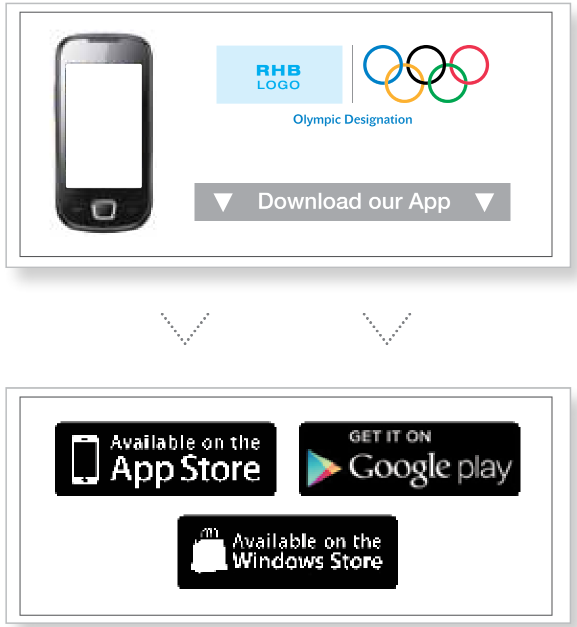
App may be promoted by a text reference to an operating system linked to the app store.

✓ **Acceptable**


RHB LOGO
Olympic Designation
Download our App!

App may be provided by QR code.

✓ **Acceptable**


RHB LOGO
Olympic Designation
Download our App
Available on the App Store
GET IT ON Google play
Available on the Windows Store

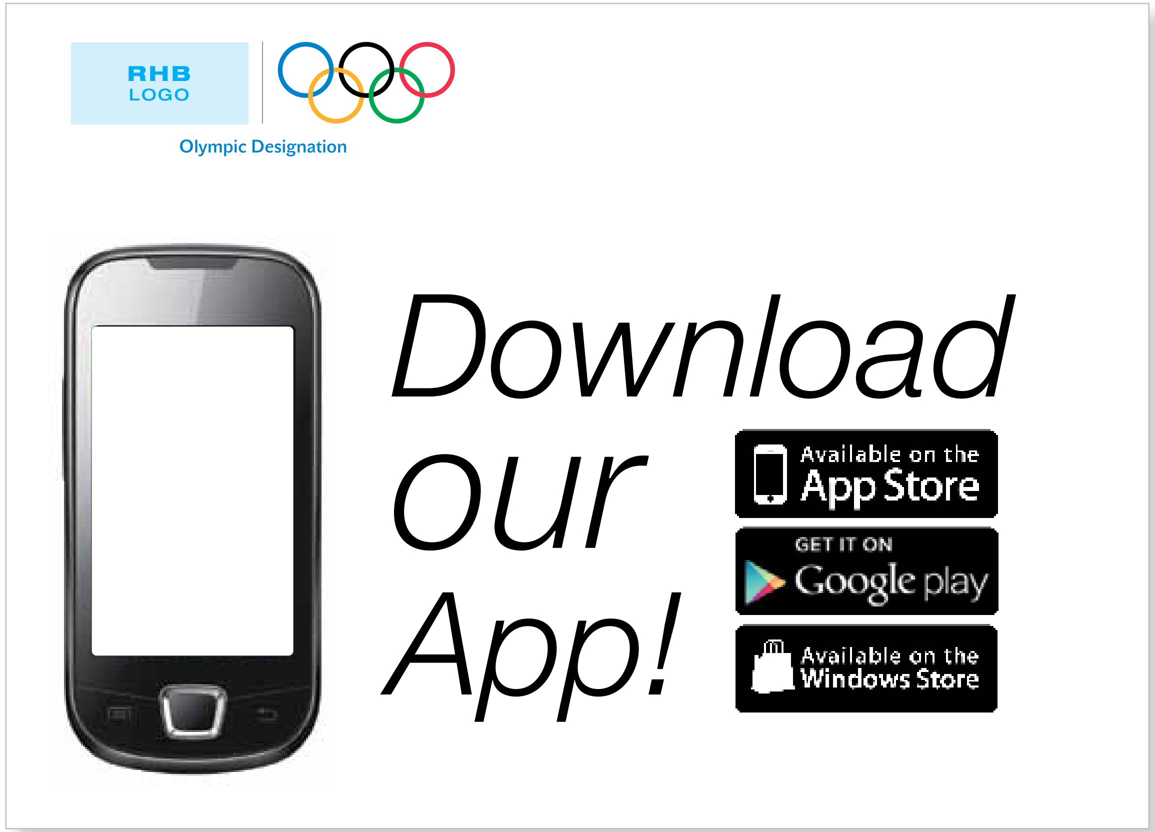
The standard app buttons may be used if on a separate page free of any Olympic marks and/or content.

Digital and Online

Apps (Continued)

New

❌ **Not Acceptable**


RHB
LOGO
Olympic Designation
Download our App!
Available on the App Store
GET IT ON Google play
Available on the Windows Store

The use of app store "buttons" is not allowed on any page that features Olympic properties.

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

Digital and Online
General Principles
Partners' website
Use of Olympic Results Content and Notices
Apps
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
“Games” Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications

SECTION 6
Games Time Considerations

SECTION 7
Resources

Digital and Online

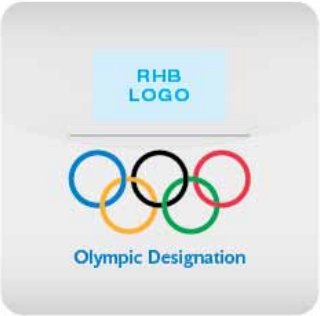
Apps (Continued)

New

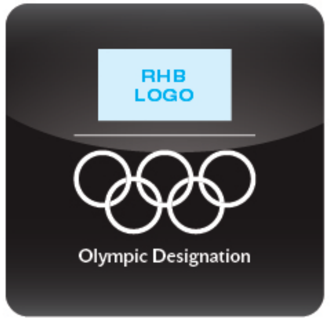
Apps made available on third-party platforms:
The use of Olympic brand assets in the promotion of a Partner's app on a Third Party platform is limited to the Partner itself.

App names:
No brand names of devices or operating systems may be included in the app’s name or title.

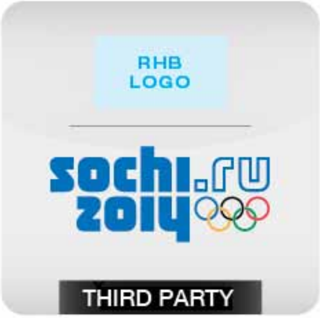
✓ **Acceptable**


RHB
LOGO
Olympic Designation

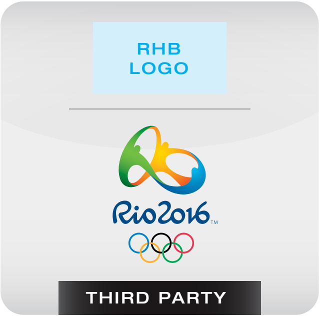
✓ **Acceptable**


RHB
LOGO
Olympic Designation

✗ **Not Acceptable**


RHB
LOGO
sochi.ru
2014
THIRD PARTY

✗ **Not Acceptable**


RHB
LOGO
Rio2016
THIRD PARTY

Advertising

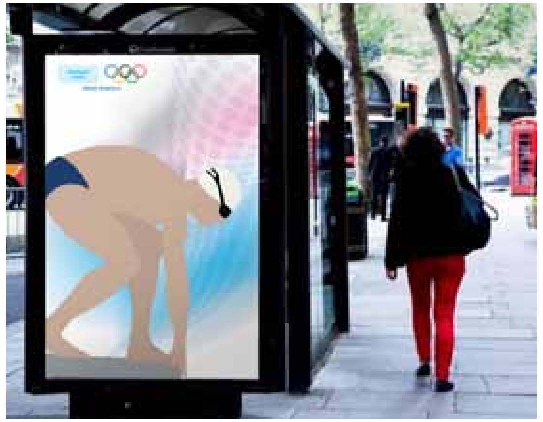
Broadcast Partners can promote their broadcast of the Olympic Games on all advertising media. These include, but are not limited to:

- Television commercials
- Out-of-Home / Outdoor Advertising
- Print advertisements
- Digital advertising

All materials should be in line with the “Activations Through a Third Party” guidelines when relevant.

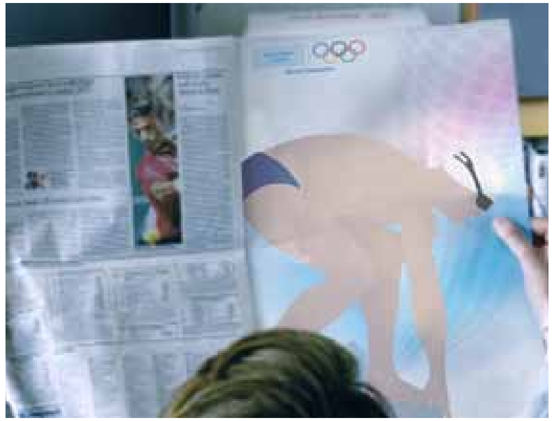
✓ **Acceptable**

Bus Shelter



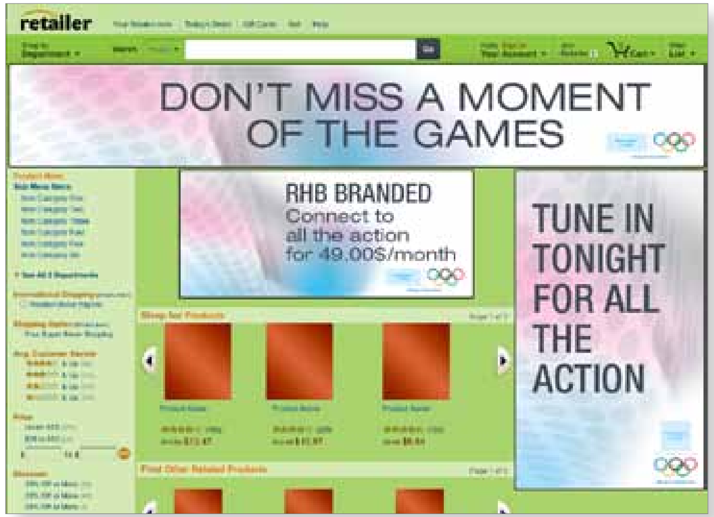
✓ **Acceptable**

Print Ad



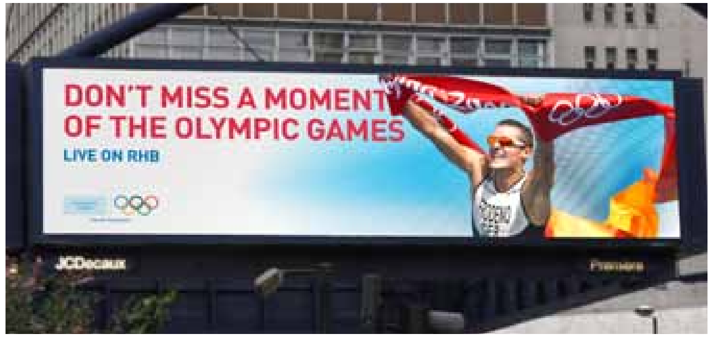
✓ **Acceptable**

Digital Advertising


retailer
DON'T MISS A MOMENT OF THE GAMES
RHB BRANDED
Connect to all the action for 49.00$/month
TUNE IN TONIGHT FOR ALL THE ACTION

✓ **Acceptable**

Out of Home Advertising


DON'T MISS A MOMENT OF THE OLYMPIC GAMES
LIVE ON RHB
JCDecaux

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

Digital and Online
Advertising
Point of Sale
Contests
Olympic Games Tickets Promotions
Activations at Third Party Events
Interactive Entertainment Software
“Games” Concept
Premiums
Media Releases and Related Materials
Stationery and Internal Communications

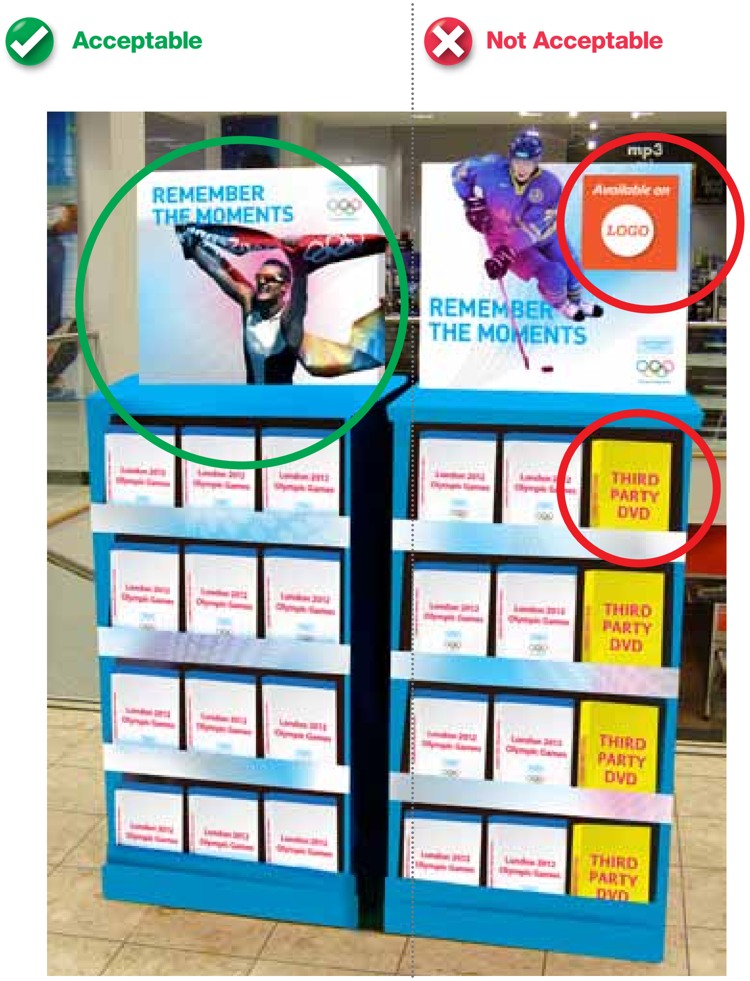
SECTION 6
Games Time Considerations

SECTION 7
Resources

Point of Sale

When Broadcast Partners are developing Point of Sale (POS) material as part of their Olympic Broadcast promotions, the following guidelines apply:

- The integrity of Olympic marks must be preserved. For example, Olympic marks cannot be placed on the floor where people could walk on them
- Olympic-branded POS materials cannot be placed in the vicinity of Third Party products
- POS materials must adhere to the Activations through a Third Party guidelines and not give any Olympic association to a retailer/ Third Party
- Olympic-branded POS can be used only in connection with the promotion of the Broadcast Partner’s Olympic Games broadcast


Acceptable
Not Acceptable
REMEMBER THE MOMENTS
mp3
Available on
LOGO
REMEMBER THE MOMENTS
THIRD PARTY DVD
THIRD PARTY DVD
THIRD PARTY DVD
THIRD PARTY DVD

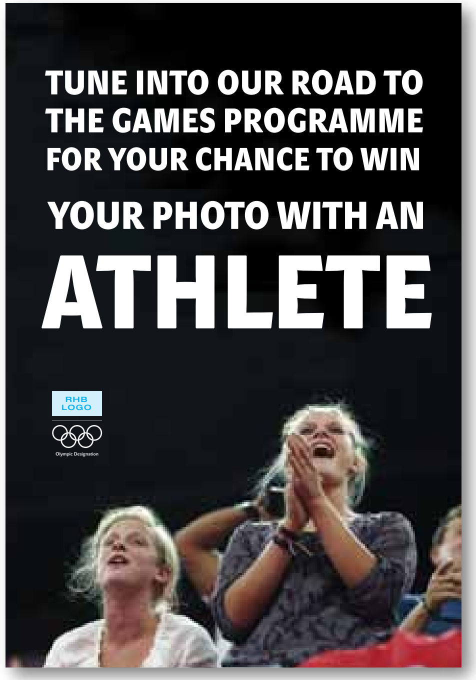
The Olympic-branded POS should contain only Broadcast Partners’ products and should be separated from Third Party products to avoid any association.

Contests

Principles

- Prizes should be sourced from the relevant Olympic Partner's product category or must be promoted as unbranded and generic in both text and images
- Any user-generated content/participation must be monitored by the Broadcast Partner to ensure that the content is appropriate and free of any Third Party mention
- Any designs, scripts or other materials submitted by contestants must be non-professional in nature and not sold as licensed merchandise

✓ **Acceptable**

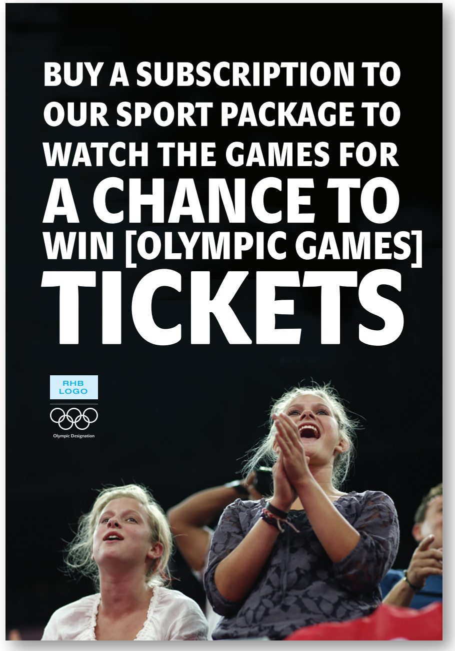

TUNE INTO OUR ROAD TO THE GAMES PROGRAMME FOR YOUR CHANCE TO WIN
YOUR PHOTO WITH AN
ATHLETE
RHB LOGO

! ***Remember:*** *All contests must follow the "Activations through a Third Party" guidelines when promoted via a different platform than the RHB's.*

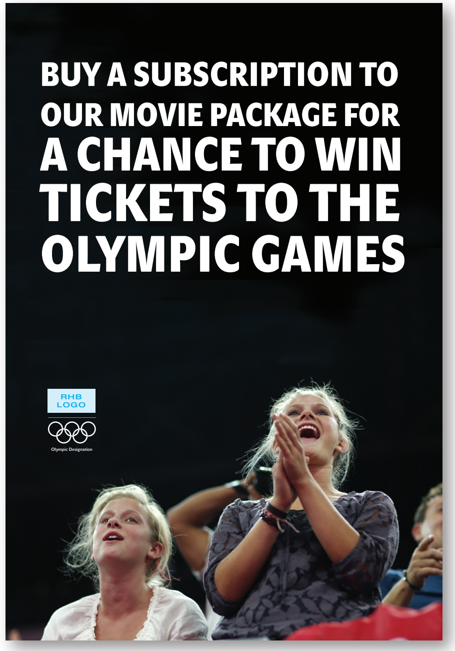
Olympic Games Tickets Promotions

Ticket promotions must be linked to promoting the RHB's broadcast coverage of the Games and only reference the related Olympic Games edition (e.g. "Win Rio 2016 Olympic Games tickets").

✓ **Acceptable**


BUY A SUBSCRIPTION TO
OUR SPORT PACKAGE TO
WATCH THE GAMES FOR
A CHANCE TO
WIN [OLYMPIC GAMES]
TICKETS
RHB LOGO
Olympic Designation

✗ **Not Acceptable**


BUY A SUBSCRIPTION TO
OUR MOVIE PACKAGE FOR
A CHANCE TO WIN
TICKETS TO THE
OLYMPIC GAMES
RHB LOGO
Olympic Designation

Olympic Games Tickets Promotions (Continued)

Non-Olympic Promotions
Use of Olympic tickets or hospitality packages as prizes in a non-Olympic promotion will be approved on a case-by-case basis. The guidelines for such promotions are:

- No Third Party may be associated with the promotion
- When possible, the Olympic Games tickets/packages offered should be the promotion's grand prize

Non-Profit/Charitable Organisations
Broadcast Partners may offer Olympic tickets/hospitality packages to their usual non-profit/charitable organisations as long as those tickets or hospitality packages are not used for resale or auctioned.

Activations at Third Party Events

Principles

Broadcast Partners may activate at non-Olympic events such as the following:

- Non-Olympic sports events, including events recognised by the IOC, any and all sporting events such as [any sport] World Cups, trials, [Continental] Games, etc.
- Other non-Olympic events such as national day celebrations, trade shows and other commercial fairs, etc.

Application

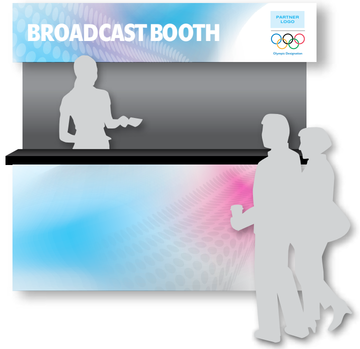
Kiosks or other contained exhibition spaces should:

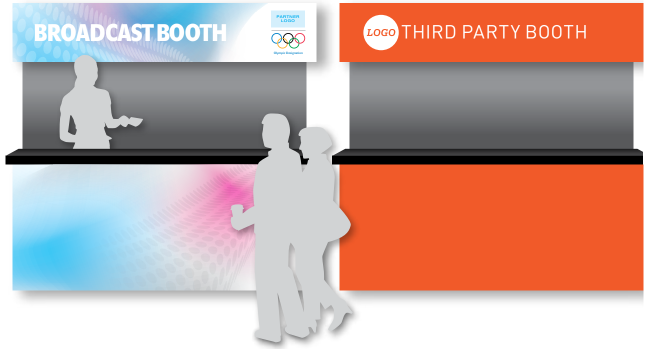
- Be used solely for the promotion of the Partner's Olympic sponsorship activation
- Be fully controlled/managed by the Partner
- Not include any other companies' logos or non-Olympic event logos near the Olympic marks, as per the standard "Activations Through a Third Party" guidelines
- Not in any way create an Olympic association with the non-Olympic event

All products within the kiosk or contained exhibition space must be unbranded or sourced from the relevant Olympic Partner(s).

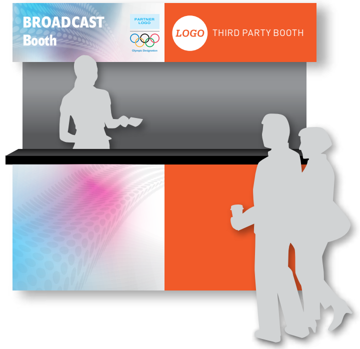
Kiosks/Exhibition Space

✓ **Acceptable**





✗ **Not Acceptable**



Activations at Third Party Events (Continued)

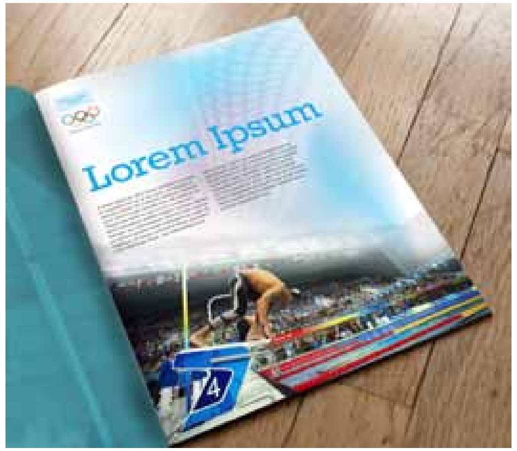
Restrictions
Broadcast Partners will not be permitted to use their composite logos, Olympic marks, Olympic properties or photographs and footage:

- In any way that would have the effect of “Olympicising” an event or the spectator experience at an event
- On other sporting events’ field of play, in concession areas, in event recognition areas, etc., or in any area that contains other companies’ logos and advertisements, including the event sponsors’ recognition board/programme
- On athletes’, officials’ or Broadcast Partner staff’s uniforms or sports equipment

Activating at Non-Olympic sports events

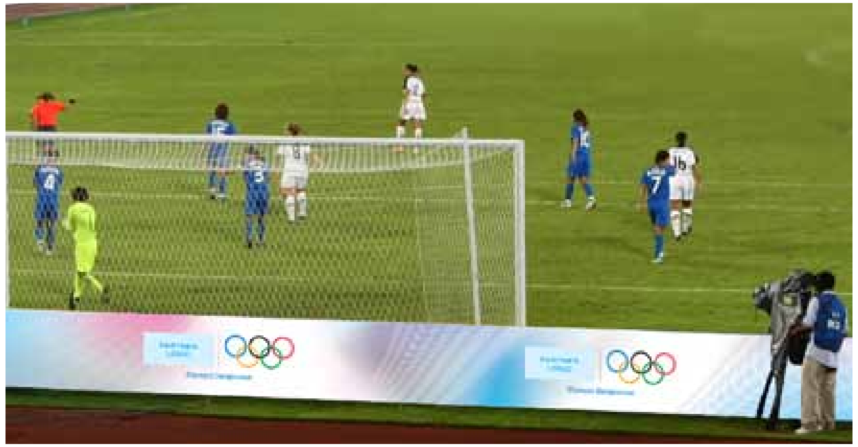
✓ **Acceptable**

Event Programme



✗ **Not Acceptable**

Field of Play



New

Interactive Entertainment Software

Broadcast Partners may include gaming/interactive components in support of their promotion of the broadcast of the Olympic Games.

Principles
If the Broadcast Partner wishes to develop any gaming/interactive components as part of its activation, **the Broadcast Partner must provide to the IOC all relevant details relating to the proposal.**
Details required include (but are not limited to):

- The **main characteristics** of the gaming/interactive components (for example type of gameplay, characters, sports and/or sports venues, any Olympic-themed elements and game themes, as well as general game design)
- The **contractors involved** in the development and delivery of the gaming/interactive component
- The **platforms** upon which the gaming/interactive components will be available
- The **territories** in which the gaming/interactive components will be available
- **Methods of access** to the gaming/interactive components (whether by download or simply on a web page)
- All **functionalities** involved in the experience, play or delivery of the gaming/interactive components

SCORE
SEMI FINAL
200 BUTTERFLY
READY
SET

Application
The IOC will review any gaming/interactive components on a case-by-case basis. The IOC will not be able to approve any proposals which, in its opinion, could impact the sales or promotion of the official Olympic interactive entertainment products or initiatives. Subject to the guidelines above, gaming/interactive components:

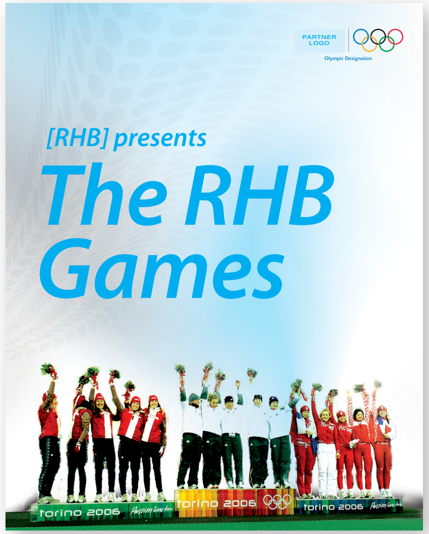
- May be designed for play on any activation platform (web, mobile, live activation, etc)
- May involve up to two sports or activities
- May include Olympic or Partner marks (i.e. composite logo)
- May not have titles or search keywords such as "Official Game"

! *Please note that, depending on the complexity of the game proposal, the approvals timeline may be longer. Therefore, to enable the IOC to properly review each submission, please provide any proposals well in advance. USOC approval will be required for the US market.*

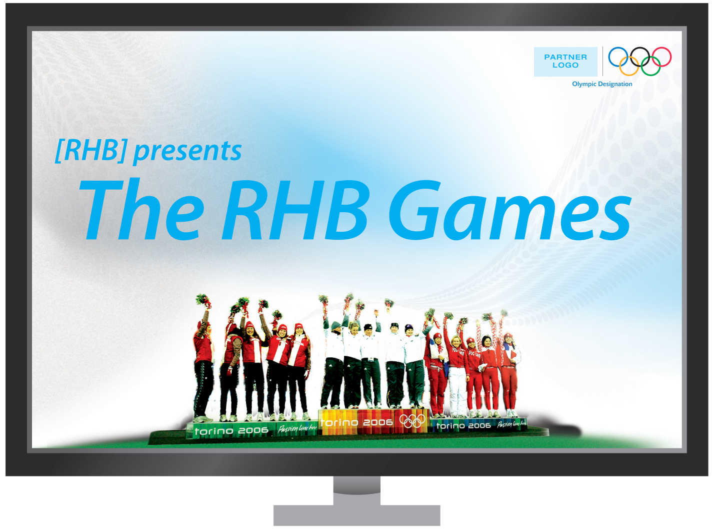
“Games” Concept

In order to protect the uniqueness of the Olympic Games, Broadcast Partner events or promotions using Olympic properties cannot be named “[RHB] or [Other name] Games” (e.g. where Olympic Games tickets can be won, and/or an athlete is involved, and/or the event has the Olympic Games look and feel). The only games which should be promoted in an Olympic context are the Olympic Games.

Not Acceptable


PARTNER LOGO
Olympic Designation
[RHB] presents
The RHB Games
torino 2006

Not Acceptable


PARTNER LOGO
Olympic Designation
[RHB] presents
The RHB Games
torino 2006

Premiums

Principles

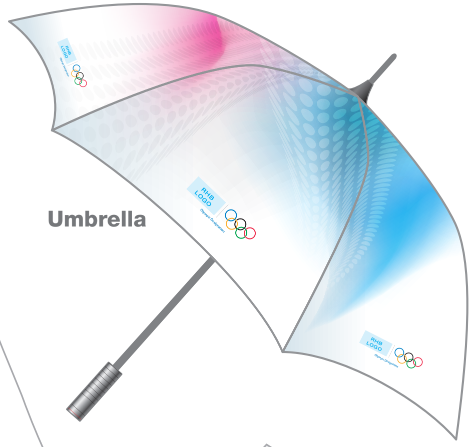
Premiums are items that:

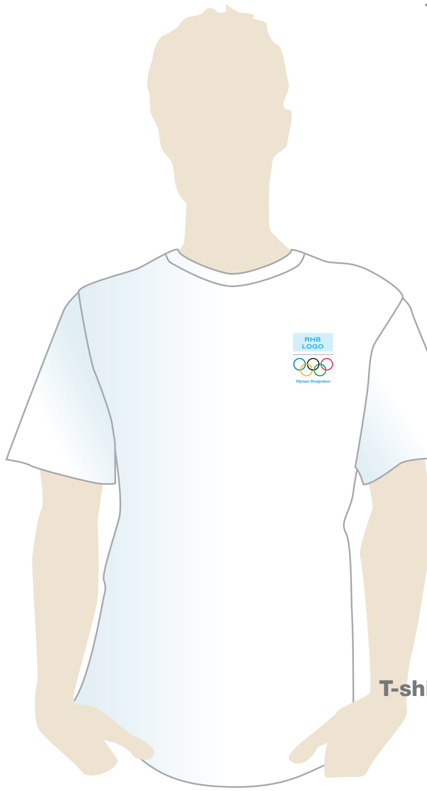
- Are given away free of charge or sold at a subsidised price in connection with the promotion of the RHB broadcast
- Bear the composite logo or standalone logo together with the RHB's corporate logo, as permitted

Application

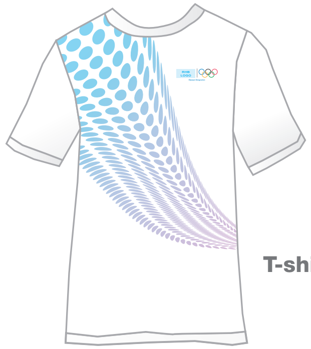
- In the Broadcast Partner's territory, it can sell premiums at cost only to employees
- In the host territory, Broadcast Partners may give away (but not sell) premiums to limited numbers of guests and staff
- Pre-production designs must be submitted and approved via the IOC Partner Extranet
- The Broadcast Partner's logo must appear on the item and must comply with application guidelines in the Olympic symbol section (e.g. embossing, etc.)
- Premium merchandise suppliers/manufacturers are not entitled to any overt brand or corporate identification on premiums, unless this is prescribed by law. However, a manufacturer identification on the inside label of a premium is acceptable
- If the merchandise supplier is a TOP, an OCOG or an NOC Partner and the merchandise is distributed in the related territory, branding may be acceptable, depending on the corresponding contractual rights

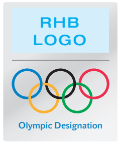
See composite logo section for application.


Umbrella

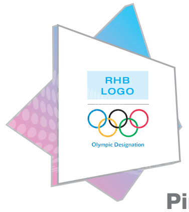


T-shirt

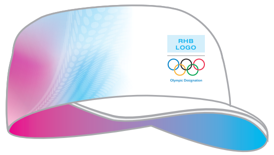

T-shirt



Pin



Pin


Hat

Premiums (Continued)

- Premiums must be referred to as “[RHB] Olympic Games Hat” or “[RHB] Olympic Games Pin,” and not use:
  - “Olympic” as an adjective, such as “[RHB] Olympic Hat”
  - A generic reference like “Olympic Games Pin”
- Premiums cannot be re-branded
- Broadcast Partners are responsible for ensuring that the quality of the premiums is suitable for an Olympic-themed promotion

Premium Sourcing

Premiums in a TOP product category

- In all cases, premiums falling within the product category of any TOP must be sourced from such TOP
- Broadcast Partners may use beverage containers as premiums for internal use without exceeding 500 units

Premiums outside a TOP product category

- Premiums bearing OCOG marks sourced for distribution within the host territory:
  - Premiums distributed in the host territory must be sourced from the relevant OCOG Partner or licensee, unless:
    - there is no OCOG Partner or licensee in that product category at the time the sourcing order is placed
    - the OCOG Partner or licensee is unable or unwilling to meet the bid factor requirements: quantity, quality, product specifications, destination and delivery costs, time and location, or is unable or unwilling to comply with the corporate and social responsibility standards
    - the OCOG licensee quotes a price that is at least 10% more than the price that may be obtained from another manufacturer applying the same bid factors
- For premiums bearing OCOG marks sourced for distribution in the RHB territory:
  - if there is an OCOG Partner or licensee in that product category, RHBs agree to make a timely request for written bids to such OCOG Partner or licensee for the production of Premiums bearing OCOG marks. Such requests for bids must include the RHBs’ detailed specifications of the same bid factors provided to other manufacturers; however, RHBs are free to select the OCOG Partner or licensee or another manufacturer, with or without regard to price or any of the bid factors

All efforts must be made to identify the most ethical and sustainable sourcing for premiums carrying Olympic marks.

Media Releases and Related Materials

In order to clarify the Broadcast Partner's relationship with the Olympic Movement, the text of the release should include the Olympic designation and pre-approved composite logo, using the full-colour Olympic symbol.

All quotes from Olympic officials must be sourced from, and approved by, the relevant Olympic parties.

Should any media material reference a Third Party, the Third Party should be only a secondary reference, and should not appear in the title of the media material.

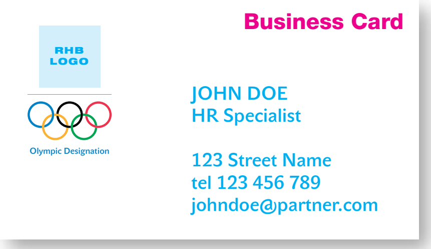
! ***Remember:*** *We encourage Partners to submit boilerplate versions for approval early in their rights activation cycle and apply previously-approved versions to all media releases and applicable materials.*

Stationery and Internal Communications

Stationery, Business Cards, Email, Signatures and Collateral

- Broadcast Partners may use their composite logo on corporate stationery, business cards, email signature and other business collateral, provided it is not used in a manner likely to create the impression of a joint communication by the Broadcast Partner and the relevant Olympic party
- Business collateral bearing composite logos is allowed, except for those company representatives working within divisions/brands which are not in relation to those which are covered in the RHB agreement
- Should the Broadcast Partner's relationship with the Olympic parties terminate, all Olympic-related business collateral material must be destroyed and/ or no longer used

✓ **Acceptable**


RHB LOGO
Olympic Designation

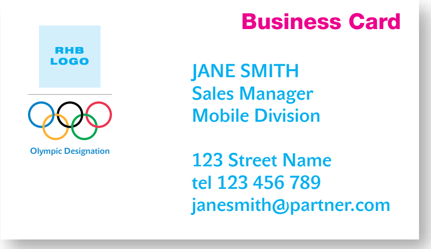
Business Card

JOHN DOE
HR Specialist

123 Street Name
tel 123 456 789
johndoe@partner.com

HR is a corporate division.

✓ **Acceptable**


RHB LOGO
Olympic Designation

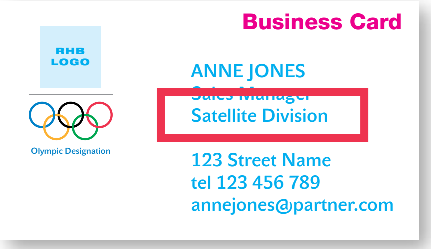
Business Card

JANE SMITH
Sales Manager
Mobile Division

123 Street Name
tel 123 456 789
janesmith@partner.com

RHB has mobile rights.

✗ **Not Acceptable**


RHB LOGO
Olympic Designation

Business Card

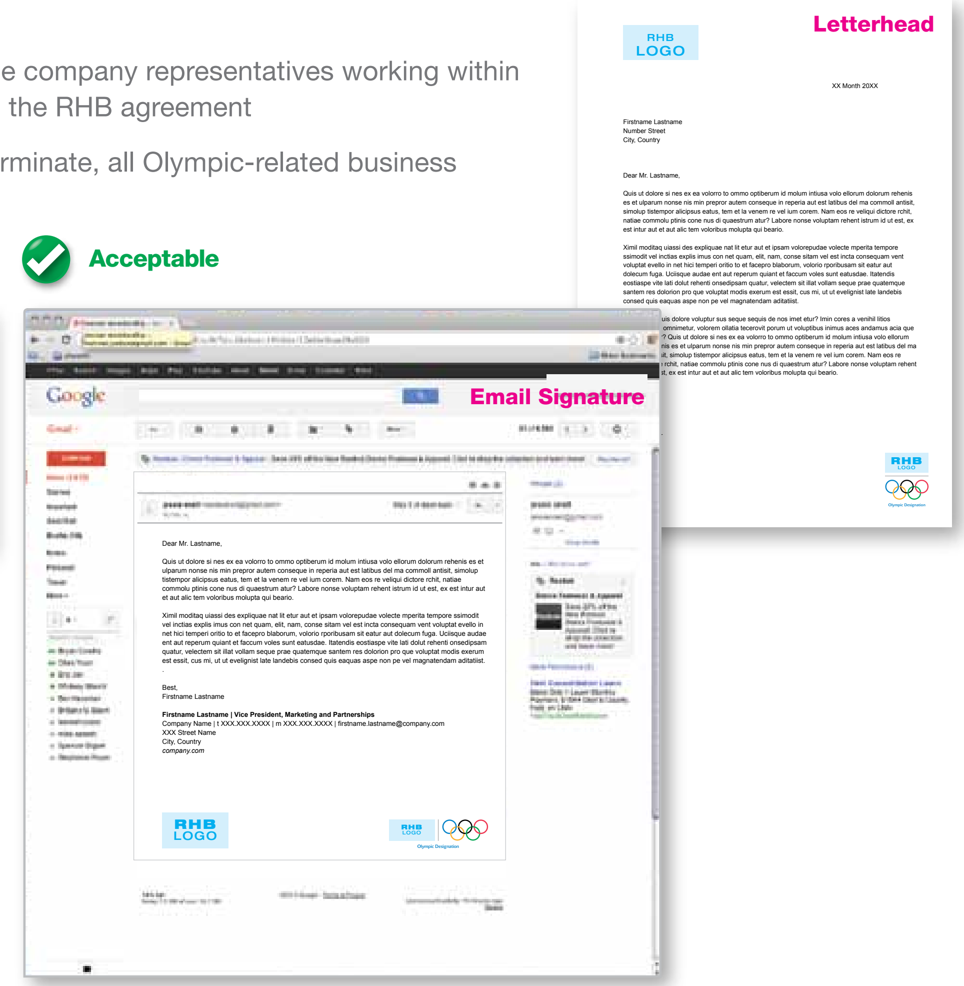
ANNE JONES
~~Sales Manager~~
Satellite Division

123 Street Name
tel 123 456 789
annejones@partner.com

RHB does not have the satellite rights in this example.

✓ **Acceptable**

✓ **Acceptable**



Letterhead

XX Month 20XX

Firstname Lastname
Number Street
City, Country

Dear Mr. Lastname,

Quis ut dolore si nes ex ea volorro to ommo optiberum id molum intiusa volo ellorum dolorum rehenis es et ulparum nonse nis min prepror autem conseque in reperia aut est latibus del ma commoll antisit, simolup tistempor alicipsus eatus, tem et la venem re vel ium corem. Nam eos re veliqui dictore rchit, natiae commolu ptinis cone nus di quaestrum atur? Labore nonse voluptam rehent istrum id ut est, ex est intur aut et aut alic tem voloribus molupta qui beario.

Ximil moditaq uiassi des expliquae nat lit etur aut et ipsam volorepudae volecte mperita tempore ssimodit vel inctias explis imus con net quam, elit, nam, conse sitam vel est incta consequam vent voluptat evello in net hici temperi oritio to et facepro blaborum, volorio rporibusam sit eatur aut dolecum fuga. Uciisque audae ent aut reperum quiant et faccum voles sunt eatusdae. Itatendis eostiaspe vite lati dolut rehenti onsedipsam quatur, velectem sit illat vollam seque prae quatemque santem res dolorion pro que voluptat modis exerum est essit, cus mi, ut ut evelignist late landebis consed quis eaquas aspe non pe vel magnatendam aditatiist.

uis dolore voluptur sus seque sequis de nos imet etur? Imin cores a venihil litios
omnimetur, volorem ollatia tecerovit porum ut voluptibus inimus aces andamus acia que
? Quis ut dolore si nes ex ea volorro to ommo optiberum id molum intiusa volo ellorum
nis es et ulparum nonse nis min prepror autem conseque in reperia aut est latibus del ma
sit, simolup tistempor alicipsus eatus, tem et la venem re vel ium corem. Nam eos re
rchit, natiae commolu ptinis cone nus di quaestrum atur? Labore nonse voluptam rehent
st, ex est intur aut et aut alic tem voloribus molupta qui beario.

Email Signature

Dear Mr. Lastname,

Quis ut dolore si nes ex ea volorro to ommo optiberum id molum intiusa volo ellorum dolorum rehenis es et ulparum nonse nis min prepror autem conseque in reperia aut est latibus del ma commoll antisit, simolup tistempor alicipsus eatus, tem et la venem re vel ium corem. Nam eos re veliqui dictore rchit, natiae commolu ptinis cone nus di quaestrum atur? Labore nonse voluptam rehent istrum id ut est, ex est intur aut et aut alic tem voloribus molupta qui beario.

Ximil moditaq uiassi des expliquae nat lit etur aut et ipsam volorepudae volecte mperita tempore ssimodit vel inctias explis imus con net quam, elit, nam, conse sitam vel est incta consequam vent voluptat evello in net hici temperi oritio to et facepro blaborum, volorio rporibusam sit eatur aut dolecum fuga. Uciisque audae ent aut reperum quiant et faccum voles sunt eatusdae. Itatendis eostiaspe vite lati dolut rehenti onsedipsam quatur, velectem sit illat vollam seque prae quatemque santem res dolorion pro que voluptat modis exerum est essit, cus mi, ut ut evelignist late landebis consed quis eaquas aspe non pe vel magnatendam aditatiist.

Best,
Firstname Lastname

Firstname Lastname | Vice President, Marketing and Partnerships
Company Name | t XXX.XXX.XXXX | m XXX.XXX.XXXX | firstname.lastname@company.com
XXX Street Name
City, Country
company.com

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6

Games Time Considerations

This section provides guidelines for our Broadcast Partners to help maximise the impact of their activations and promotions during the period of the Olympic Games.

Games-time Activation Considerations
Games-time Activations featuring Athletes
Rule 50: Clean-Venue Principle
On-site Activations and Operations
Approval Process for On-site Activations

SECTION 7
Resources

BOSCO
RUSSI

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

Games-time Activation Considerations
Games-time Activations featuring Athletes
Rule 50: Clean-Venue Principle
On-site Activations and Operations
Approval Process for On-site Activations

SECTION 7
Resources

Games-time Activation Considerations

Games-time activations are defined as any sponsorship activities developed to take place specifically for the period of the Olympic Games, or for a longer duration which will include Games-time. This period is defined in the lead-up to each Olympic Games edition by the IOC and announced accordingly to the Partners.

During this time period, several rules of the Olympic Charter will impact broadcast promotions just as they impact the organisation of the Olympic Games at every level. This section will help Broadcast Partners navigate through this.

Rule 40
Per the Olympic Charter, under Rule 40, Bye-Law 3, "except as permitted by the IOC Executive Board, no competitor who participates in the Olympic Games may allow his person, name, picture or sports performances to be used for advertising purposed during the Olympic Games."

Rule 50
The Olympic Charter, under Rule 50, stipulates that, "no form of advertising or other publicity shall be allowed in and above the stadia, venues and other competition areas which are considered as Olympic sites nor it may appear on persons, on sportswear, accessories [...] used by the athletes or other participant in the Olympic Games, except for the identification of the manufacturer [...]."

As such, Rules 40 and 50 impact different aspects of Broadcast Partner activities:
- Games-time activations featuring athletes
- On-site activations and operations

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

Games-time Activation Considerations
Games-time Activations featuring Athletes
  Athlete Apparel and Equipment
Rule 50: Clean-Venue Principle
On-site Activations and Operations
Approval Process for On-site Activations

SECTION 7
Resources

New

Games-time Activations Featuring Athletes

Before each Olympic Games edition, the IOC will communicate the period of the Olympic Games and confirm to Broadcast Partners the conditions under which they may be granted exceptions to Rule 40 of the Olympic Charter. This must be taken into consideration when planning activations.

For guidelines related to social media during the period of the Olympic Games, please refer to the IOC Social Media and Blogging Guidelines.

Games-time Activations Featuring Athletes

Athlete Apparel and Equipment

New

Principles

When Broadcast Partners choose to use athletes in Olympic-themed broadcast promotions during the period of the Olympic Games as defined by Rule 40 of the Olympic Charter, they have two options:

- Use existing official Olympic photographs and footage in their original context, in which case the “Use of Olympic photographs and footage” guidelines apply
- Produce new photographs or footage, for which they must follow the guidelines on the following pages

These guidelines outline the different apparel options Broadcast Partners can choose from for broadcast promotions that run during the period of the Olympic Games, as defined by Rule 40 of the Olympic Charter. Please refer to the “guidelines regarding authorised identifications”, available on the IOC Partner Extranet, for the specific definitions of personal equipment of each sport.

“Apparel” is defined as any item of clothing or accessories, including socks or caps but excludes footwear and equipment. Footwear and equipment may bear manufacturer branding, subject to compliance with Rule 50.

Games-time Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

New

Application

For **broadcast promotions running during the period of the Olympic Games** with athlete(s) from the same NOC territory as the one the Broadcast Partner has rights for, the athletes may wear any of the following options:

- Current NOC uniform*
- NOC apparel sponsor branded clothing provided it is the current NOC apparel sponsor*
- Past NOC uniform provided it is still the current NOC apparel sponsor, unless otherwise approved by the relevant NOC and that the athlete(s) have competed in that Olympic Games edition*
- Generic and unbranded clothing. When choosing this option, any item of equipment and/or footwear must also be unbranded

**subject to NOC approval*

For **broadcast promotions running during the period of the Olympic Games** with **athlete(s) from a NOC territory that differs from the one that the Broadcast Partner has rights** for, the athletes may wear any of the following options:

- Generic and unbranded clothing
- In the event that the athlete(s) NOC and the Broadcast Partner's is the same, the athlete(s) may wear NOC apparel sponsor branded clothing

Exception for the use of Broadcast Partner branded athlete's clothing:
Broadcast Partners may use a Rule 50 compliant composite logo when the athlete(s) make(s) a physical appearance such as at press conferences, motivational speeches, or hospitality programmes organised by them. Images taken from these events can be used in PR materials but cannot be utilised for promotional purposes.

Exception for use On-site within an Olympic Venue:
For any images featuring athletes, their apparel must be unbranded including equipment and footwear.

! ***Note:*** *Composite taglines or slogans on apparel, regardless of whether they are a corporate identifier, will be considered branding and therefore will not be authorised.*

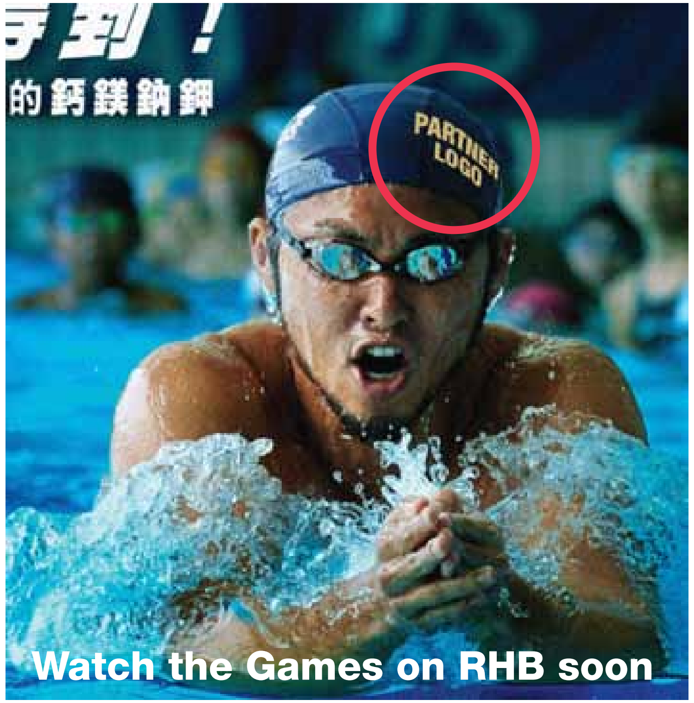
New

Games-time Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

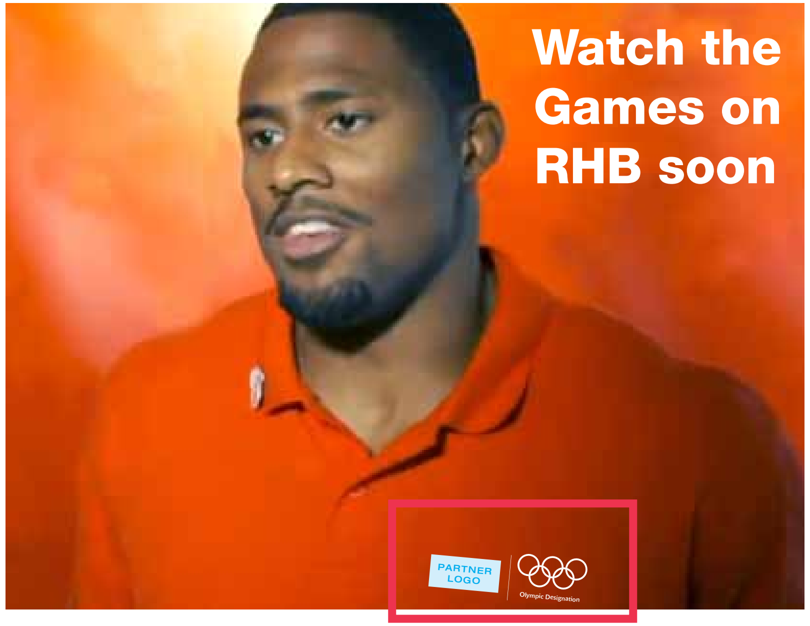
Broadcast Partner branding is not permitted on athletes' clothing and equipment during the period of the Olympic Games.

☒ **Not Acceptable**


的鈣鎂鈉鉀
PARTNER LOGO
Watch the Games on RHB soon

No Broadcast Partner branding including composite logos is allowed on athletes' uniforms and equipment in activations running during the period of the Olympic Games.

☒ **Not Acceptable**



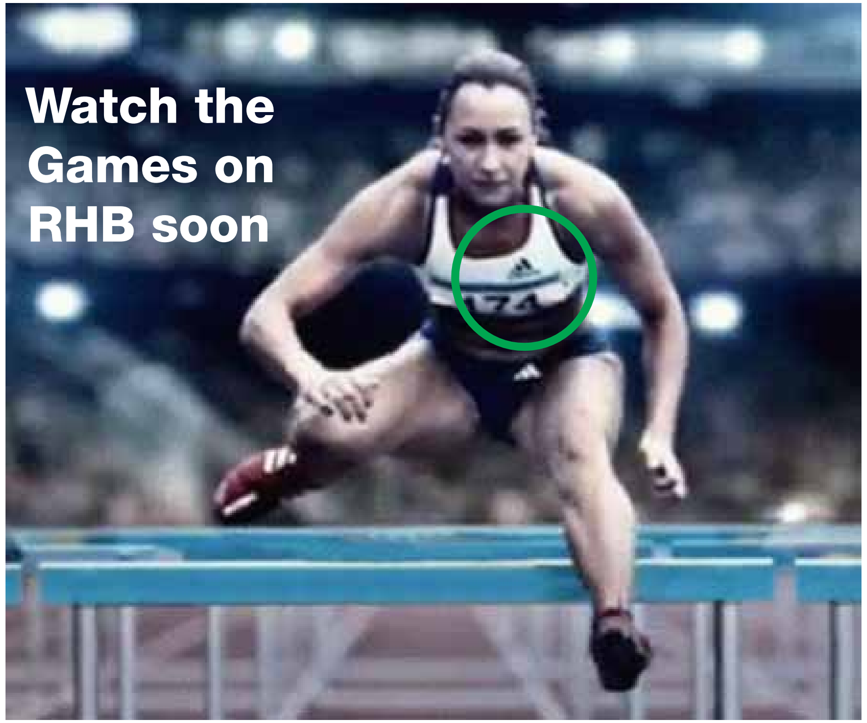
No Broadcast Partner branding including composite logos is allowed on athletes' uniforms and equipment in activations running during the period of the Olympic Games.

Games-time Activations Featuring Athletes

Athlete Apparel and Equipment (Continued)

New

✓ **Acceptable**



During Games-time:
Athletes may be featured in their NOC uniform or NOC apparel sponsor-branded clothing, as long as it is Rule 50-compliant.

Rule 50: Clean-Venue Principle

The “clean-venue principle” comes from the Olympic Charter’s Rule 50, and refers to the status of all competition and non-competition venues being rendered free of commercial, political or religious advertising and/or messaging. This leaves only the Look of the Games and approved Broadcast Partners’ presence in venues, in compliance with each respective RHB agreement and the venue branding guidelines.

It allows the IOC and OCOG to maintain the unique visual presentation of the Olympic Games and enhance the spectator and athlete experience.

This principle has significant planning and operational implications that can be costly if not properly anticipated. The IOC, along with the OCOG, respects and protects the exclusive rights granted to the Broadcast Partners and fulfils the contractual promises. This includes taking the necessary measures to protect the Olympic intellectual property and prevent ambush marketing.

London 2012
London 2012
London 2012

! **Note:** *When recreating a Games-time environment, Rule 50 must be respected.*

On-site Activations and Operations

"On-site" refers to any activation or operation that will take place within any Olympic venue, both competition and non-competition. It includes stadiums and halls where competitions will be held, but also other accredited zones and ticketed areas such as, but not limited to, the International Broadcast Centre (IBC), Olympic Village (OLV), Olympic Park and Main Press Centre (MPC).

To help Broadcast Partners understand what the IOC considers "on-site", the below table classifies on-site activities by categories. Note that these are defined within the terms of each specific RHB agreement.

On-Site Categories	Sub-categories / Examples (non exhaustive)
Uniforms	Staff and guests
Timing and Scoring	Branding on FOP
F&B / Merchandise Ops	Beer cups, menu boards, POS material
Hospitality	Lollipops, gifts (i.e. all items that may be worn/used/seen in venues), bus wraps
OLV / IBC-MPC	Activities/services (e.g. bank, shipping services, etc.)
Olympic Park	Showcasing, live site and other activations in the Park
City Activations	Events organised in the host city such as live sites
Other	All other on-site activities not covered in the above categories and incorporating any Partners' marks, Olympic marks and/or official designations

! ***Remember:*** *Submit all branded "on-site" activities and operations through the IOC Extranet for approval,* ***even if no Olympic mark or imagery is used.***

! ***Note:*** *Each OCOG will provide a specific manual for each of the categories.*

On-site Activations and Operations

Supply of Products and Equipment

IBC/MPC
As per any activity on-site, activations/services running in the IBC/MPC will be subject to Rule 50 and the clean venue principles. The OCOG will issue specific guidelines.

Supply of Product/Equipment
If any products/services are used that belong to an Olympic Partner's product category, that Partner should be given supply priority. When this is not possible, all competitors' products must be unbranded or the branding must be hidden.

- Partner branding is limited to industry standards as it appears at the retail level and with no other manufacturer or vendor logo(s)
- Non-Olympic Partner suppliers cannot receive recognition (brand or otherwise) or marketing benefits in return for their supply
- For small applications (e.g. condiments, computer accessories, etc.) where the supplier does not conflict with any Partner's category, logos will not need to be hidden, provided the products are not displayed or used in such a way that creates unreasonable exposure for that brand or company

Staff Uniforms

Broadcast Partners are able to create uniform designs for their staff working on-site. These designs are subject to the parameters outlined in the Uniform Guidelines for RHBs table.

On-site Activations and Operations

Uniform Guidelines for Broadcast Partners

Broadcast Partners may wish to create uniforms for their staff working on-site and their guests. Designs are subject to the parameters outlined in the table below, including branding elements, size and frequency.

Uniform Users		Uniform Item	Identification of Manufacturer (Only official apparel Partner of the RHBs territory)	Partner Identification (e.g. Partner corporate mark, corporate tag line) and Olympic marks (e.g. composite or standalone logo)
RHB on-air Staff (within camera range)		Clothing	20cm^2	(1) 40cm^2 composite logo ***or*** (1) 20cm^2 standalone & (1) 20cm^2 Partner's corporate mark ***or*** (1) 20cm^2 Partner's corporate mark
		Accessories	Not Permitted	Not Permitted
RHB off-air Staff (not appearing within camera range)	Operations staff	Clothing	20cm^2	Up to (3) logos of max 75cm^2 each (total added Partners' identification cannot exceed 150cm^2)
		Accessories	6cm^2	(1) 24cm^2 Standalone & (1) 12cm^2 Partner identification ***or*** (1) 24cm^2 composite logo & (1) 12cm^2 Partner identification ***or*** (2) 12cm^2 Partner identification (total added Partners' identification cannot exceed 24cm^2)
	Activation & Hospitality Staff, Hospitality Guests	Clothing	Uniforms must be developed in a manner that integrates into the Olympic environment. The size, frequency and placing of the Partners' identification or Olympic marks must be reasonable, which means not overtly prominent in their placing or excessively large in size. When approving the Partners' uniform items, the IOC will give consideration to the visual impact of large groups seated in the venues.	
		Accessories		

The (x) represents the number of each logo permitted.

Note: *When submitting uniform designs, all logo measurements must be provided in cm2.*

Note: *Staff uniforms cannot be sold before, during, or after the Olympic Games, even to employees.*

SECTION 1
Olympism

SECTION 2
Maximising the Olympic Partnership

SECTION 3
Olympic Properties Usage Guidelines

SECTION 4
Overarching Principles

SECTION 5
Activation Methods

SECTION 6
Games Time Considerations

Games-time Activation Considerations
Games-time Activations featuring Athletes
Rule 50: Clean-Venue Principle
On-site Activations and Operations
  Supply of Products and Equipment
  Uniform Guidelines for Broadcast Partners
  Lollipop SIgns
  Studio Set Design
Approval Process for On-site Activations

SECTION 7
Resources

On-site Activations and Operations

Lollipop Signs

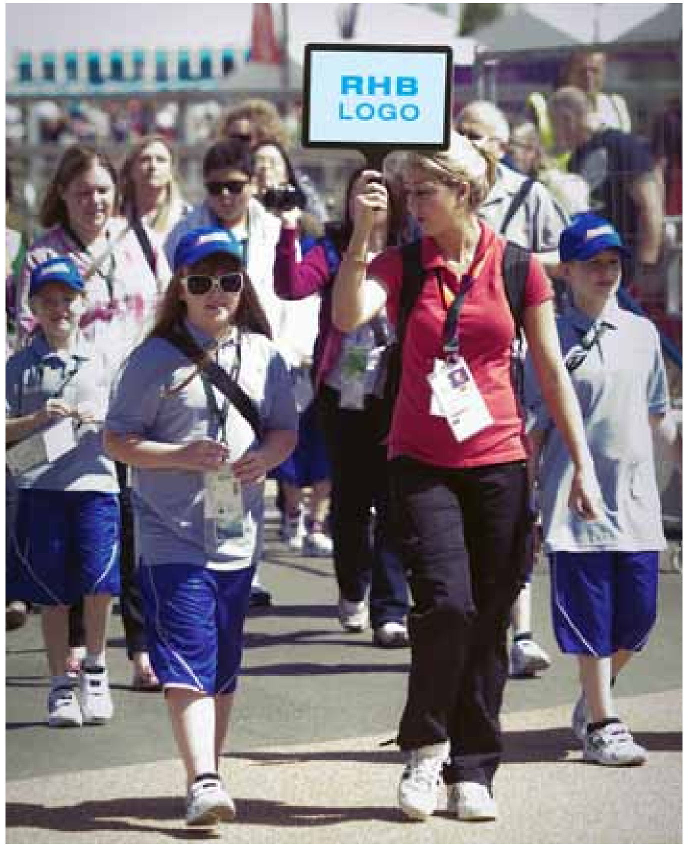
For lollipop signs used in venues, please follow these guidelines.

Principles

- Broadcast Partners may use their choice of logo (i.e.: composite or standalone corporate logo) on the lollipop sign(s) in and around competition and non-competition venues, however all signs:
  - cannot include any advertising slogans
  - cannot contain a word that identifies a company or a product that does not belong to a Broadcast Partner
  - cannot include a composite or corporate logo larger than 50cm x 50cm

Application

- Night use: Minimum lighting can be retrofitted to the lollipop signs. However, lighting cannot include neon lights, light boxes, flashing elements, or police or emergency-type lighting
- Sound/attachments: No sound or attachment elements are allowed (e.g. flags, balloons, ribbon, etc)
- Sign frequency: Only 1 sign per 25 guests up to a maximum of 20 signs per Broadcast Partner at any one time is permitted
- Sign size: The lollipop poles should not exceed 2 metres when fully extended and should be collapsible to 50cm. A sign pole that is not collapsible or exceeds 50cm will not be allowed inside competition or non-competition venues



Note: *Lollipop signs do not overrule the ticket requirement for access to a venue.*

On-site Activations and Operations

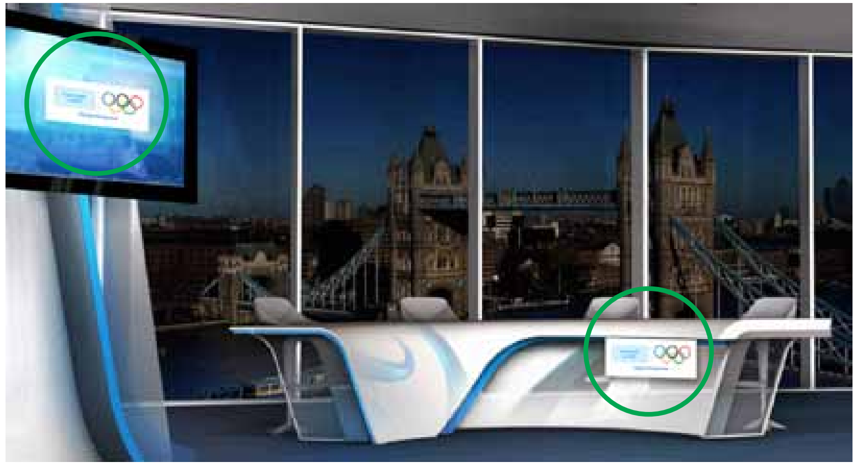
Studio Set Design

Studio sets must be Rule 50-compliant. No Third Party branding may appear at any time (on screen, on uniforms or on equipment). Equipment such as televisions, laptops and tablets must be unbranded and unidentifiable, unless acquired through a TOP Partner, in which case they may contain standard manufacturer branding.

Any additional elements to be featured within the studio, such as medal tables, talent/presenter uniforms and promotional videos, must be submitted for approval separately.

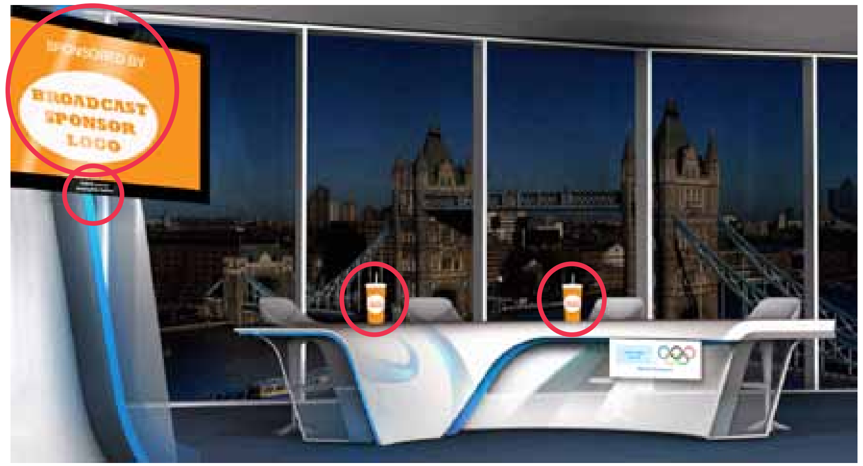
Only Olympic Games-themed coverage may appear inside an Olympic Games broadcast studio. If a pre-existing studio is used, it must comply with the above guidelines.

✓ **Acceptable**



RHB branding only.

✗ **Not Acceptable**



Third Party-branded product placements and broadcast sponsorship promotions are not permitted in the studio. The TV screen is branded from a non-official sponsor.

! ***Remember:*** *Studio concepts through to pre-production proofs being used to broadcast the Olympic Games must be submitted for approval via the IOC Partner Extranet.*

Approval Process for On-site Activations

Principles

- As a general rule, on-site branding should solely serve an operational or informational function
- No dual branding with the Paralympic Games is allowed

The on-site location, placement and use of the submission must comply with the clean-venue principles of the Olympic Charter and the IOC Brand Protection Technical Manual. The IOC brand protection team reserves the right to remove and/or cover all unauthorised branding.

Application

To ensure that the Clean Venue principle is respected, submissions for On-site elements require more detailed information from the Broadcast Partner.

Follow the below process:

- Tick the button “Is this for On-Site use at Olympic Venues during Games-Time?”
- Include the wording “ON-SITE” at the beginning of the submission title
- In the “Description / Objective” section, include the following information:
  - Location of each item (e.g. IBC)
  - Dimensions of any branding/logos
  - Total quantities of each item (e.g. total number of uniform pieces)
  - Any other relevant information

! ***Note:*** *Please check that all uniforms and uniform accessories comply with the Uniform Guidelines before they are submitted for approval.*

SECTION 7

Resources

This section provides checklists and resources necessary for Broadcast Partners.

IOC Partner Extranet
Olympic Multimedia Library
Corporate Website
Documents and Publications
Glossary
Artwork
Contact Information

London 2012
2194

IOC Partner Extranet

Approval Process

The IOC Partner Extranet is the platform for Broadcast Partners to submit all Olympic-themed activations for approval.

Before accessing the platform, all Partners will need to register.

To register, visit **http://extranet.olympic.org.** Follow the prompts to complete the registration.

For any enquiries, contact us at: **partner@olympic.org.**

Once registered, Broadcast Partners can navigate to the “Approvals” section of the IOC Extranet.

What must be submitted:

- Any marketing material that displays an Olympic mark, including the Olympic rings or any Games specific Olympic terminology, Olympic imagery, the flame, etc. For more information, please refer to Section 3
- Artwork previously submitted and approved but for which distribution, territory or execution dates have changed
- Any elements that will appear on-site during the Games, such as staff uniforms, studio set and lollipop signs, even if no Olympic mark is present

! *Remember: To facilitate the review of submissions, we strongly advise that activations are submitted at the concept stage, allowing us to provide early indications of any changes that may be required prior to production.*

IOC Partner Extranet

Approval Process (Continued)

Who approves:
The IOC is the final approver for submissions bearing any of its properties in all territories, except the United States of America where the USOC is the final approver.

The OCOGs are co-approvers for any submissions bearing their respective properties (e.g. emblem, pictograms or mascots).

Approval Process and Feedback
The relevant Olympic Parties will review the submissions and send them back to the Partner with one of the following messages:

"Approved": Partner can move forward with production.

"Approved subject to": Minor changes need to be made before production, but there is no need to resubmit for approval.

"Revise and resubmit": The submission necessitates major revisions and requires the activation to be resubmitted once corrections have been made.

"Approval cannot be granted": Materials are not in line with the rights granted to the Partner and/or do not comply with the IOC Guidelines. The submission is not approved.

Submissions will be returned before the contractual deadline. Please refer to your specific partner agreement for details.

! ***Remember:*** *The correct "marks and imagery usage" and "regions of distribution" must be selected in order for the submission to be routed to and reviewed by the appropriate Olympic parties' approvers. Incorrectly labelled submissions will cause incorrect routing and delay the approval process.*

! ***Remember:*** *Ensure that adequate time is included in production timelines for the approval process as well as the possibility for changes and resubmissions.*

SECTION 1
Olympism
SECTION 2
Maximising the Olympic Partnership
SECTION 3
Olympic Properties Usage Guidelines
SECTION 4
Overarching Principles
SECTION 5
Activation Methods
SECTION 6
Games Time Considerations
SECTION 7
Resources
IOC Partner Extranet
Approvals Process
Approval Checklist
Resources
Olympic Multimedia Library
Corporate Website
Documents and Publications
Glossary
Artwork
Contact Information

IOC Partner Extranet

Approval Checklist

CHECKLIST FOR SUBMITTING AN ITEM FOR APPROVAL

The approval form on the IOC Partner Extranet must be completed with all the required information. The more details that are provided, the more efficient the review and approval will be.

1. Am I using the Olympic marks correctly?	Refer to Section 3 for more detail.
2. Is the use of the Olympic mark in line with the relevant graphic standards?	Refer to Section 3 for more detail.
3. Am I using the correct official terminology (e.g. Rio 2016 Olympic Games)?	Refer to Section 3 for more detail.
4. Is the activation within my company's contractually granted territory and platform?	Refer to RHB Agreement
5. If an athlete's image is used, are the rights secured?	
6. Is the activation during Games time? If so, Rule 40 applies.	Refer to Section 6 for more detail.
7. If activating through a Third Party, are the "Activations through a Third Party" guidelines being respected?	Refer to Section 4 for more detail.
8. Does this activation protect and enhance the Olympic brand values?	Refer to Section 2 for more detail.
9. Are any non-English materials accompanied by an English translation?	

IOC Partner Extranet

Resources

Additional information related to Olympic Partnerships can also be found in other sections of the IOC Partner Extranet.

These include:

Olympic Brand

- Olympism Platform
- IOC promotional campaign

Research

- Broadcast Research — The IOC conducts regular broadcast and audience measurement research after each edition of the Olympic Games
- Consumer Research — The IOC conducts regular consumer research on the Olympic brand, media consumption, sponsors and spectators

Resources

- IOC Guidelines — This section includes a wide range of guidelines from the Olympic Brand and Activation manual to Ambush Marketing, Blogging, Food Service, Hospitality, etc.
- Marketing & Broadcast Reports
- Post-Games Reports
- The Olympic Multimedia Library
- Access to the Research and Reference Service (RRS) — This provides factual information on the history of the Olympic Movement and the Olympic Games, from the creation of the IOC in 1894 to future Olympic Games

The RRS team can help with research and factual information, correct terminology, data, or spelling, and context of a particular decision or event in Olympic history. Should Broadcast Partners need to check facts for sales presentations, marketing materials, etc., the IOC website at **www.olympic.org is available.** As a second step, Broadcast Partners can send their request to their day-to-day IOC contact, who will check with the IOC Research and Reference Service on their behalf. This IOC TMS service provides historic and current information about the Olympic Movement and the Olympic Games.

Marks & Imagery

Downloadable files of all official Olympic Marks:

- IOC Marks
- OCOG Marks
- YOGOC Marks
- NOC Emblems

Olympic Games

- Information, contact and links relevant to the current Olympic Games and Youth Olympic Games

Olympic Movement

- TOPs, RHBs, Licensees, NOCs, Suppliers and IFs directories

New

Olympic Multimedia Library

The “Olympic Multimedia Library” is a one-stop-shop for Broadcast Partners to easily access the IOC’s resources in digital format. With this service, Broadcast Partners can have access to the Olympic Games since 1896, explore behind the scenes, discover the Olympic Movement’s activities, and access unique content.

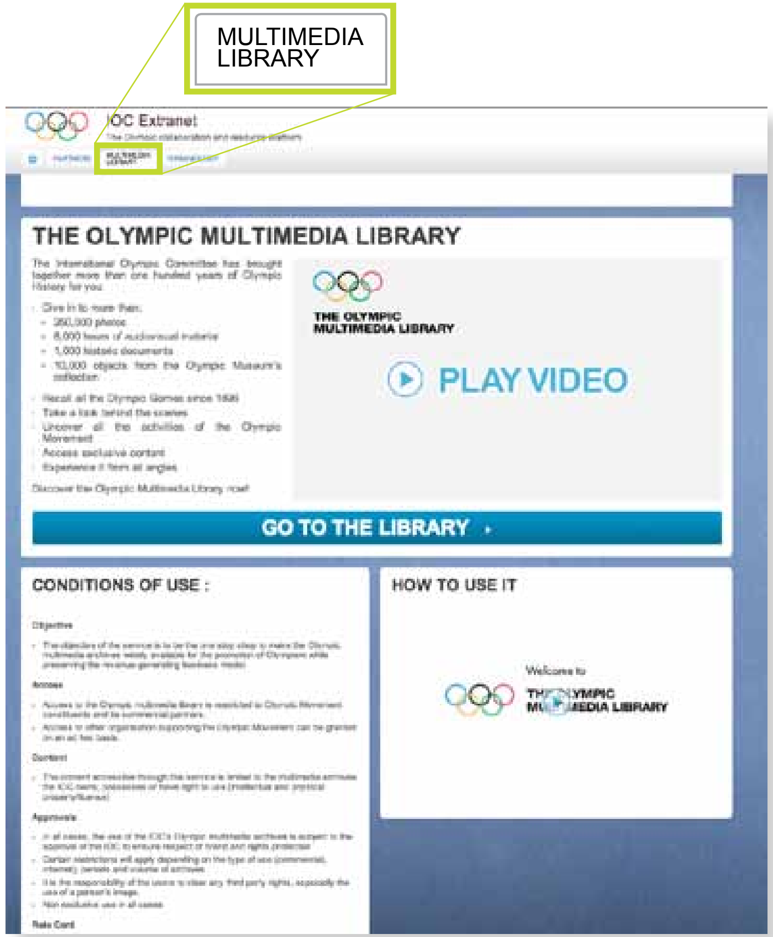
Partners can access any of the following:

- Photos
- Audiovisual recordings
- Historical documents
- Objects from The Olympic Museum’s collections

This service allows Broadcast Partners to:

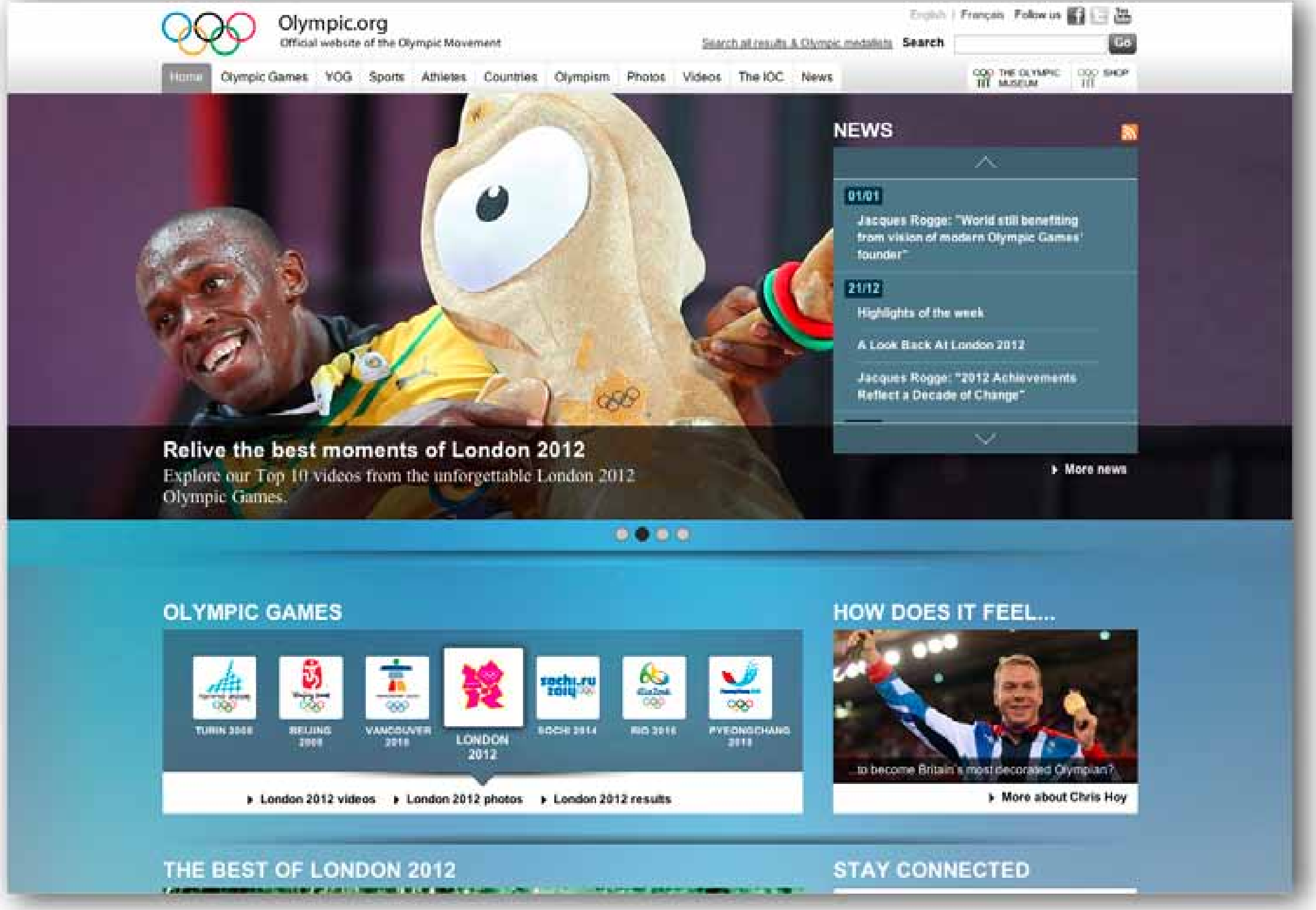
- View selections of content in themed files
- Search by keyword
- View images
- Order the images using the basket

This service is accessible through the “Multimedia Library” tab on the IOC Partner Extranet.


MULTIMEDIA LIBRARY
IOC Extranet
THE OLYMPIC MULTIMEDIA LIBRARY
THE OLYMPIC MULTIMEDIA LIBRARY
PLAY VIDEO
GO TO THE LIBRARY
CONDITIONS OF USE :
HOW TO USE IT
Welcome to
THE OLYMPIC MULTIMEDIA LIBRARY

Note: Certain restrictions may apply depending on your rights. For usage conditions please refer to the Multimedia Library site.

Corporate Website


Olympic.org
Official website of the Olympic Movement
English | Français Follow us
Search all results & Olympic medallists
Search
Go
Home
Olympic Games
YOG
Sports
Athletes
Countries
Olympism
Photos
Videos
The IOC
News
THE OLYMPIC MUSEUM
SHOP
TURIN 2006
BEIJING 2008
VANCOUVER 2010
LONDON 2012
SOCHI 2014
RIO 2016
PYEONGCHANG 2018

Relive the best moments of London 2012

Explore our Top 10 videos from the unforgettable London 2012 Olympic Games.

NEWS

01/01 Jacques Rogge: "World still benefiting from vision of modern Olympic Games' founder"

21/12 Highlights of the week

A Look Back At London 2012

Jacques Rogge: "2012 Achievements Reflect a Decade of Change"

More news

OLYMPIC GAMES

London 2012 videos
London 2012 photos
London 2012 results

HOW DOES IT FEEL...

...to become Britain's most decorated Olympian?

More about Chris Hoy

THE BEST OF LONDON 2012

STAY CONNECTED

www.olympic.org

This is the official website of the Olympic Movement. The latest news and information, as well as historical and current facts about the Olympic Movement and its stakeholders can be found here.

Documents and Publications

OLYMPIC REVIEW

OFFICIAL PUBLICATION OF THE OLYMPIC MOVEMENT

#Olympics

WWW.OLYMPIC.ORG

Major reports, studies, publications and information regarding the Olympic Movement can be found at **http://www.olympic.org/documents-reports-studies-publications**.

Reports include:

- The Olympic Charter
- Reports and outcomes from Executive Board meetings and Sessions
- Final reports and resolutions from various World Conferences, Seminars and Forums
- IOC interim and final reports
- Host city election procedures
- Various reference documents and factsheets
- Marketing and broadcast reports from past Olympic Games

The Olympic Review
The Olympic Review is the IOC's quarterly publication of activities and events in the Olympic Movement.

To sign up to receive *The Olympic Review,* contact your day-to-day IOC TMS contact.

Glossary

Composite logo — A visual representation of a Broadcast Partner's relationship with an Olympic party. It is a two-part design, one belonging to the Partner and the other to the Olympic party represented. A composite logo contains four elements: The Broadcast Partner corporate logo, an Olympic designation, a contractually granted Olympic mark (e.g. Olympic symbol or OCOG emblem) and a clear separation between the Olympic mark and the Partner's corporate logo.

Field of Play (FOP) — The area used for the sporting competition plus the immediate and surrounding support areas at which a boundary separates the attendant spectators. In sporting vernacular, the FOP is often referred to as court, field, pool deck, track, ring, course, arena (or similar name).

Full-Colour Olympic symbol — The Olympic rings in the six Olympic colours: blue, yellow, black, green and red on a white background, the preferred version of the Olympic symbol.

Games Coverage — Audio coverage and/or audiovisual moving images of the Games, and any other programming licensed and produced under, or otherwise subject to, each Broadcast Agreement. Still pictures that are reproduced in a sequential manner, so as to simulate, in any way, moving images, are considered as Games Coverage.

Games Marks — The official emblem, mascot, pictograms and other logos and insignia identifying the Games but not including the Olympic symbol.

Gatekeeper — An RHB that has the Olympic Games broadcast rights on all media platforms within the territory for which it has been granted rights.

International Olympic Committee (IOC) — The supreme authority of the Olympic Movement owning all rights to the Olympic Games and the Olympic properties. The IOC is an international non-governmental non-profit organisation whose objective is to fulfil the mission, role and responsibilities as assigned to it by the Olympic Charter.

Look of the Games — The visual identity created by the OCOG that ensures a cohesive presentation of the themes and imagery of the host city at Games-time. It includes all applications such as core graphics, spectaculars, etc. used in competition and non-competition Olympic venues, the public domain and key locations in the host cities to create a festive atmosphere that reflects the unique brand identity of the Olympic Games and enhances the broadcast, spectator and athlete experience.

IF — International Federations — The international, non-governmental organisations administering one or several sports at world level and encompassing organisations administering such sports at national level (Olympic Charter (in force as from 8 July 2011), Rule 25).

NF — National Federations — The sporting bodies in a specific territory that govern the respective sport on a national level and which are affiliated to the respective National Olympic Committee (NOC) and International Federation (IF) (Olympic Charter (in force as from 8 July 2011), Rule 29).

NOC(s) — National Olympic Committees — The IOC recognised organisations, which develop and protect the Olympic Movement in their respective countries in accordance with the Olympic Charter. NOCs must be established in accordance with the Olympic Charter and their statutes must be approved by the IOC (Olympic Charter

Glossary (Continued)

(in force as from 8 July 2011), Rule 27).

NOC marks — Any or all of the NOC Olympic emblems as approved by the IOC, the Olympic designations of the NOC or the National Olympic Team and any other commercial marks of the NOC, as the context may require.

OCOG — The Organising Committee for the Games of the Olympiad or the Olympic Winter Games. The organisation of the Olympic Games is entrusted by the IOC to the NOC of the country of the host city as well as to the host city itself. The host country NOC forms the OCOG as the organisation that is responsible for managing the operations necessary for the staging of the Olympic Games (Olympic Charter (in force as from 8 July 2011), Rule 35). In these guidelines, references to OCOGs include YOGOCs where RHBs have been granted broadcast rights for the relevant edition of the Youth Olympic Games.

OCOG emblem — The visual representation of the OCOG and the Olympic Games' unique positioning. It is a significant asset of the OCOG's brand identity and is used for both institutional and commercial purposes throughout the Olympic Games lifecycle. It combines the Olympic Games distinctive element, the Olympic Games signature and the Olympic symbol.

OCOG marks — All OCOG emblems, logos, Olympic Games mascots, the Olympic torch and graphic elements developed specifically to "brand," identify and communicate the Olympic Games edition and its programmes (e.g. the Olympic torch relay, cultural education, etc.). In these guidelines, references to OCOG marks include YOGOC marks where RHBs have been granted broadcast rights for the relevant edition of the Youth Olympic Games.

Olympic Content — Any content in connection with the Games, the Olympic Games, the IOC and/or the Olympic Movement, including features, results and still pictures. Olympic Content includes Games Coverage.

Olympic designation — Any visual or audio representation of any association, connection or other link with the Olympic Games, the Olympic Movement, or any constituent thereof (Olympic Charter (in force as from 8 July 2011), Rule 14).

Olympic event — Any event which forms part of the Olympic Games (including those sporting events during the Olympic Games period, any cultural, educational and entertainment programmes or signature properties) or Olympic Day. Non-Olympic events are any events organised by a Third Party (including sports events organised by IFs or NFs, events recognised by the IOC, any non-sporting event, etc.) or those organised by an Olympic party which are not part of the Olympic Games (test events, NOC events, etc.).

Olympic Games — The Olympic Games consist of the Games of the Olympiad and the Olympic Winter Games (Olympic Charter (in force as from 8 July 2011), Rule 6).

Olympic Games mascot — A popular and memorable ambassador of the Olympic Games. It has been developed by each OCOG since Munich 1972 and provides a warm welcome to athletes and visitors from around the world. The Olympic Games mascot helps tell the unique story of each Olympic Games, and sparks excitement, laughter and cheers from children and fans. It represents the Olympic brand in an accessible way and in a tone of voice that appeals to

Glossary (Continued)

and is understood by children.

Olympic Marks — The Olympic symbol, the Games Marks, the wordmarks "Olympic", "Olympic Games" and "Olympiad," composite logos and the Olympic motto "Citius, Altius, Fortius". For the purposes of these Guidelines, "Olympic Marks" also include any permitted composite logos of the Broadcast Partners.

Olympic Material — The Olympic Content and the Olympic Marks.

Olympic Movement — Under the supreme authority and leadership of the International Olympic Committee, the Olympic Movement encompasses organisations, athletes and other persons who agree to be guided by the Olympic Charter. The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practised in accordance with Olympism and its values (Olympic Charter (in force as from 8 July 2011), Rule 1).

Olympic parties — One or all of the following parties: IOC, USOC, Participating NOCs, Host NOCs, OCOGs and YOGOCs, as the context may require.

Olympic Partners — One or all of the TOPs, RHBs, OCOG Partners and NOC Partners which have been granted marketing rights by agreement with one or more Olympic parties.

Olympic properties — The Olympic symbol, flag, motto, anthem, identifications (including but not limited to "Olympic Games" and "Games of the Olympiad"), Olympic designations, emblems, flame and torches are collectively or individually referred to as "Olympic properties." All rights to any and all Olympic properties, as well as all rights to the use thereof, belong exclusively to the IOC, including but not limited to the use for any profit-making, commercial or advertising purposes. The IOC may license all or part of its rights on terms and conditions set forth by the IOC Executive Board (Olympic Charter (in force as from 8 July 2011), Rule 7).

Olympic symbol — The Olympic symbol consists of five interlaced rings of equal dimensions (the Olympic rings), used alone, in one or in five different colours. When used in its five-colour version, these colours are, from left to right: blue, yellow, black, green and red. The Olympic symbol expresses the activity of the Olympic Movement and represents the union of the five continents and the meeting of athletes from throughout the world at the Olympic Games (Olympic Charter (in force as from 8 July 2011), Rule 8).

Olympic Sponsors — The IOC TOP sponsors, respective NOC sponsors and, where applicable, OCOG sponsors.

Olympic torch relay (OTR) — A pre-Olympic Games event which represents one of the most meaningful portrayals of Olympic history. It starts with the passage of the Olympic flame from Olympia in Greece to and around the host country up to the Olympic stadium where the Olympic Games cauldron will be lit to begin the Olympic Games in question.

Olympic venue — A site, typically of primary importance, operated by the OCOG and/or its partners/agencies (usually a multi-functional team), located within a secure perimeter, subject to the exclusive use of the OCOG and/or its partners/agencies officially used to deliver the Olympic Games.

Olympic Victory Ceremony — The ceremony staged after the final competition to honour the athletes or teams who place first, sec-

Glossary (Continued)

ond and third. The ceremony is usually staged immediately after the event at the place where the competition was held for the Games of the Olympiad. For the Winter Games, Victory Ceremonies can be held in a central Medals Plaza. It is also commonly known as a medal ceremony (Olympic Charter (in force as from 8 July 2011), Rule 70).

Olympiad — A period of four consecutive calendar years, beginning on the first of January of the first year and ending on the thirty-first of December of the fourth year (Olympic Charter (in force as from 8 July 2011), Bye-Law to Rule 6).

Olympism — A philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles. The goal of Olympism is to place sport at the service of the harmonious development of human kind, with a view to promoting a peaceful society concerned with the preservation of human dignity (Olympic Charter (in force as from 8 July 2011), p.11).

Premium(s) — Items that are given away free of charge or sold at a subsidised price in connection with a Partner's Olympic Games activation in its territory.

Programme of the Olympic Games — The programme of all the competitions of the Olympic Games established for each edition of the Olympic Games by the IOC (Olympic Charter (in force as from 8 July 2011), Rule 45).

RHB (Rights-Holding Broadcaster) — An Olympic Broadcast Partner who has acquired the rights to provide comprehensive coverage of the Olympic Games within a territory during a period of time.

Signature Property — Sporting (not including those sporting events during the Olympic Games period), cultural, educational, entertainment or other events or programmes offered for sponsorship by the IOC or an OCOG to one or more TOP or OCOG Partners at an additional fee.

Sport pictogram — Derived from "picto" meaning "picture" and "gram" meaning "message", a sport pictogram is a visual/graphic representation of a sport or specific function/location, developed for functional and decorative applications.

Third Party — An entity, whether commercial or non-commercial, which is not an Olympic Partner.

TOP (TOP Partner) — The entity participating in the IOC's worldwide programme of Olympic sponsorship, known as The Olympic Programme.

USOC — The United States Olympic Committee, which is the NOC for the USA.

YOGOC marks — Any or all YOGOC emblems, logos, mascots, the Youth Olympic torch and graphic elements developed specifically to "brand," identify and communicate the Youth Olympic Games edition and its programmes (Youth Olympic torch relay, Culture and Education Programmes, etc.). In these guidelines, references to OCOG marks include YOGOC marks where RHBs have been granted broadcast rights for the relevant edition of Youth Olympic Games.

Artwork

Full Colour Artwork

Full colour is the preferred version of the Olympic rings and should be used whenever there is a white background. "full colour" refers to the five ring colours on a white background and should be used for all four-colour process and five spot-colour print applications.

PANTONE®-identified colour reproduction information has been provided for the guidance of the reader. PANTONE® is a registered trademark of Pantone, Inc.

(For print reproduction)
IOCrings4cPrint.eps
(For printing in 4/c process)

IOCrings5PMSPrint.eps
(For printing in the five Pantone® colours)

(For digital reproduction)
IOCringsColourDigidoc.png
(For use in Word or presentation documents)

IOCringsColourWeb.gif
(For use on the Internet or mobile phones)

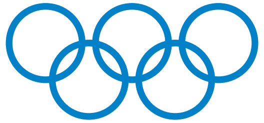
IOCringsColourDigital.jpg
(For use for any other type of onscreen use)

Note: *Always use the artwork provided. Never distort, alter or compromise the integrity of the Olympic rings in any way.*

Monochrome Artwork

The monochrome Olympic rings provide an alternative to the full colour Olympic rings. White is the preferred monochrome version because of its flexibility on a wide variety of backgrounds. In addition, the Olympic rings may also appear in any of the other official Olympic colours when one colour reproduction is necessary.

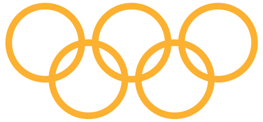
PANTONE®-identified colour reproduction information has been provided for the guidance of the reader. PANTONE® is a registered trademark of Pantone, Inc.



Monochrome Blue

(For print reproduction)
IOCringsBluePrint.eps
IOCringsBlue4cPrint.eps

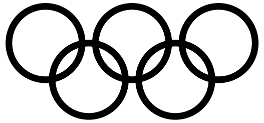
(For digital reproduction)
IOCringsBlueDigidoc.png
IOCringsBlueWeb.gif
IOCringsBlueDigital.jpg



Monochrome Yellow

(For print reproduction)
IOCringsYellowPrint.eps
IOCringsYellow4cPrint.eps

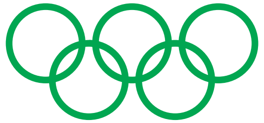
(For digital reproduction)
IOCringsYellowDigidoc.png
IOCringsYellowWeb.gif
IOCringsYellowDigital.jpg



Monochrome Black

(For print reproduction)
IOCringsBlackPrint.eps
IOCringsBlack4cPrint.eps

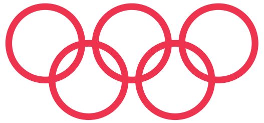
(For digital reproduction)
IOCringsBlackDigidoc.png
IOCringsBlackWeb.gif
IOCringsBlackDigital.jpg



Monochrome Green

(For print reproduction)
IOCringsGreenPrint.eps
IOCringsGreen4cPrint.eps

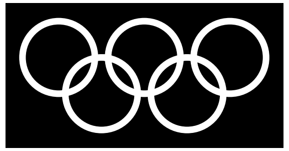
(For digital reproduction)
IOCringsGreenDigidoc.png
IOCringsGreenWeb.gif
IOCringsGreenDigital.jpg



Monochrome Red

(For print reproduction)
IOCringsRedPrint.eps
IOCringsRed4cPrint.eps

(For digital reproduction)
IOCringsRedDigidoc.png
IOCringsRedWeb.gif
IOCringsRedDigital.jpg



Monochrome White

(For print reproduction)
IOCringsWhitePrint.eps
IOCringsWhite4cPrint.eps

(For digital reproduction)
IOCringsWhiteDigidoc.png
IOCringsWhiteWeb.gif

Note: *Always use the artwork provided. Never distort, alter or compromise the integrity of the Olympic rings in any way.*

SECTION 1
Olympism
SECTION 2
Maximising the Olympic Partnership
SECTION 3
Olympic Properties Usage Guidelines
SECTION 4
Overarching Principles
SECTION 5
Activation Methods
SECTION 6
Games Time Considerations
SECTION 7
Resources
IOC Partner Extranet
Corporate Website
Documents and Publications
Glossary
Artwork
Contact Information

Contact Information

For further information, please contact your day-to-day IOC TMS or contact the IOC Headquarters:

International Olympic Committee
Château de Vidy
Case postale 356
1001 Lausanne
Switzerland
Phone : +41 21 621 61 11

Disclaimer:

All material and information contained in this document is the sole property of the IOC and may not be disclosed to any third parties or the general public, whether in whole or in part, without the prior written approval of the IOC.

© International Olympic Committee – 2013. All rights reserved.